SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

3st-Selling Movies

Great New Time!

"THE HEIRESS"

HOTEL BERLIN"

"WHIPLASH"

ORN IS GREEN"

MUSIFUR BEAUCAIRE"

'KING'S ROW"

"ZHE SISTERS"

NIGHTY BUT NICE"

"ARKED WOMAN"

Best Movies of ramount, M-G-M. Warner Bras., United Artists

Ver Katz man her details. He has e information an ng availabilities in A.M. Monday Through Friday

MORNING SPECTACULAR

Followed by

NEWS AND WEATHER AT A BRAND NEW TIME

11:45

Chick McCuen's Midday News Stuart A, Lindman with the weather



ABC-TV

WTCN-TV

DO AGENCIES NEGLECT RADIO COPY?

Sloppy writing, lack of radio specialists costing industry new business, survey shows

Page 33

The SRA awards -and the men who won them Page 36

Why your tv commercials are costing more

Fage 40

Latest Nielsen figures on tv home saturation Page 44

IT'S ALL SEWED UP!



Key to ABC Radio personalities above



ENTERTAINMENT

- 2. Peter Lind Haves
- 3. Mary Henry
- 5. Fran Alli on
- 10. Alone Dalton
- NEWS 1. Don McNeitt 4. John Daly
 - 8 Quincy Howe
 - - SPORTS
 - 6. Howard Cosell 12. Notre Damo Football

Now more advertisers than ever before can piece together some of the strongest - and largest - station line-ups ever made available over network radio. Where? On the expanded ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent - with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK



BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT KALAMAZOO-BATTLE CREEK AREA - MARCH 1958 SHARE OF AUDIENCE - MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M 12 MIDNIGHT	30	20	11

The one sure way to get highest listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in 360 quarter hours.

And that's not all-WKZO Radio's audience is 43%, larger, day and night, than that of the next station.

Ask Avery-Knodel for avails!

*U.S. Navy blimp ZPG-2 made a record (light of v. lays, 8 hour - 4 minu) in May, 1955



The Fetzer Stations

AND GREATER WESTERN MICHIGAN Avery-Knodel, Inc., Exclusive National Representatives



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33 sponsor survey shows many agencies are missing out on new business and losing billings in permitting sloppy radio copy, hiring inept writers

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36 William Dollard, Y&R and William Dekker, Mc-E, honored by the Station Representatives Assn. for their "part in keeping U.S. economy in high"

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38 This New England milk, ice cream manufacturer tested brand awareness with an audience, sales-building promotion for its syndicated Western

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40 Today's ty commercials are costing around 20% more than five years ago with appraded creative objectives plus higher talent and production costs

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44 Marketing firm releases "practical estimates" of tv saturation as of spring 1959. Totals show U.S. at 86% with some states high as 92% saturation

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54 Agencies and advertisers are not aware of the sales impact of many local programs, is the consensus of what station men told spoxson

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©1959 Sponsor Publications Inc.



Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars, Big... and getting big.r. A great market... a vital market for all products of American industry. How to reach this able-to-spend, auxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations

reach 86% or 4,113,753 farms at the local level!

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

Send for our new station list CHICAGO NEW YORK

105 ANGELES 3142 Wilshire Blvd Dilakery 3,2910

SAN FRANCISCO

 TAKE YOUR CHOICE. A handful of stations or the network. a minute or a full hour—it's to to you, your needs.
 MORE FOR YOUR DOLLAR. No premium cost for individualized programming Network coverage for less than some "spot" costs.

coverage for less than some "Spot" costs.

• ONE ORDER DOES THE JOB, All bookkeeping and details are done by heystone, yet the best lime and place are chosen for you.



"Sparkle and enthusiasm produce the sound all Jacksonville talks about!"

says DICK FELLOWS Operations Manager WPDO Jacksonville



Most people who have good voice quality and can enunciate clearly, can find o job in rodio. Here of WPDQ our onnouncer-producers must have more than the obility to talk well. They must hove sporkle in their voice and enthusiosm for their sponsors' products and services. In short, they must be true extroverts, and this quality must be mode evident to our listeners by the sound of their voices.

It isn't enough for us to merely tell our listeners . . . we sell them with top flight commercial production, sporked by on enthusiosm on the part of our men which reflects their pride in being o vital part of one of the nation's top rodio stotions.

You'll be surprised what can happen to your product in Jocksonville when it's sold with sporkle and enthusiasm on WPDO

1 - 1 0 C. J. Cause

Represented by Venard, Rintoul and McConnell Jomes S. Ayers, Southeost

5000 Watts

600 KC

Robert R. Feogin, Pres. & Gen'l. Mgr.

Where alert listeners tune by choice, not by chance



NEWSMAKER of the week

In an unexpected move, Whitehall Laboratories shifted its tr-created Dristan account, billing \$7 million, from Bryan Houston to Tatham-Laird, Chicago, The acquisition of this business brings some important changes to the Chicago scene.

The newsmakers: A. E. Tatham and Kenneth Laird, in bringing Dristan into their 13-year-old shop, now handle the second largest drug account in a Chicago-based agency (No. 1 is still Miles Laboratories out of Geoffrey Wade, billing \$16 million).

Dristan's growth can be traced directly to the effects of tv advertising, and that is where a great deal of the money will remain. Art Tatham told spoxson in an exclusive interview, though exact media plans have not been formulated.

Most of Dristan's previous media decisions have been the work of Harold D. Frazee, Bryan Honston v.p. who supervised the account. Speculation over the move centers on what future role, if any, Frazee will play in the Whitehall picture.

According to the partners, they did not pitch the account, "There was no solicitation or negotiation involved on our part with Whitehall at all." Fatham told sponson, the decision, he said, being on the basis of the agency's past performance with Kolynos. (T-L acquired Whitehall's Kolynos account a year and a half ago.)

To service the account, the agency will expand its New York office, which up to now has been chiefly a service office for ty and radio commercials. Though the account will be considered Chicago-based. with all creative work and account planning done there, the agency intends to build a "compact but complete team of creative and marketing people to work on the account in New York."

The additional Whitehall billing moves Tatham-Laird from fifth to fourth place among Chicago agencies. (See SPONSOR-SCOPE for a rundown of present billings among top Chicago agencies.) But Dristan and its 87 million billing (with an additional \$1 million in test products) will not be the largest account in the T-L shop. The agency's portion of P&G (Fluffo, American Family, Mr. Clean) is its biggest single slice of business. Other principal accounts: Abbott Laboratories, General Mills, Parker Pen, P&G, C. A. Swanson (Campbell Soup subsidiary), Toni, Wander Co., Wiedermann Brewing.

According to the partners, "their growth philosophy has been to consider only the big ones." They started out with Abbott Laboratories and Bendix washing machines in 1946 and have grown to their present \$25 million billing position in 13 years.

The partners met at YAR's Chicago office in the late '30s. Tatham had been advertising-merchandising director of the Kendall Co., Laird had been advertising v.p. of Weco Products.

After serving Navy stints, the two men founded their own agency in Chicago. Laird is president. Tatham is chairman of the board.



this is

leadership

THE TAFT STATIONS . . . every year win an impressive number of awards for leadership in broadcasting and public service. This is leadership where it counts most. It is another reason why Taft Radio and Television Stations can guarantee larger and more responsive audiences for advertisers. This is why men whose business is selling products, put their advertising dollars in Taft Stations to get the best sales results.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.







the radio and television stations

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

SPONSOR • 16 MAY 1959

5





THE PGW COLONEL SAYS:

"The C.I.C.

is a V.I.P.

at PGW"

Every station represented by **PGW** has a C.I.C.... a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?

P ETERS, G RIFFIN,



WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD

ATLANTA DALLAS FT. WORTH SAN FRANCISCO





D. j. clambake-1959

In March of 1956 one of the brightest and most hard-working of the independent radio chain operators. Told Storz and his very capable crew, put together the first annual Radio Programing Seminar and Pop Music Disk Jockey Convention. It was an unqualified success, Close to 2,000 jockeys, as I recall, went to Kansas City to attend. And almost every single husi-



ness session had a respectable, if not a SRO turnout. As I reported in a column following the conclave, the meeting highlighted a then current rebellion of substantial numbers of jorkeys against what they foll were the restrictive characteristics of formula radio.

Many important jockeys who constituted part of that rebellion thob Larsen, Barry Kaye, Don Bell, Ed Mekenzie are just a few whose names come to mind) have left the stations they were with in March, 1936, and some are doing better and some not quite as well to a construction of the stations of the stations of the stations, and bellion, however, is just one reason why this year Storz's second annual RPSPMDI Convention (Hotel Americana, Miani Beach, 29, 30, 31 May is a significant one. It is important, not only to the disk jockeys themselves, but to station managers, and to national, regional and local advertisers and their agencies.

Three thousand d.j.'s Miami-bound

The word is already out that some 3,000 jockeys will attend this year's doings. Key station managers like Harold Krelstein, John Box, Harve Glascock and Gordon Melcandon: reps like Vdam Young and Hob Eastman are stated to participate in the panels this year. Harold Fellows, president of the National Association of Biroadcasters is making the keynote speech on Friday, the 29th, and even the hard-driving Matthew (Joe) Culligan, president of the NBC radio network is going to say a few words to the box.

There is no question in my mind that—the beckoning beaches notwithstanding this convention will have a more profound bearing on the direction radio programing takes in the next year than any other industry gathering. Just a couple of months ago my wife, June, and I went to the National Association of Broadcasters Convention in Chicago. The single set of speeches on radio programing were inadequate, to define them with utmost charity. They were dull, minispired and even though some of them were made by friends of mine. I must say that they left me with the impression that the speakers themselves weren't to interested in the whole discussion.

And this is understandable enough, The NAB Convention, paricularly the 1959 edition, was put logether for the purpose of enabling top level management members of television and radio stations to discuss all of their complex and important problems. It is not that radio programing isn't important. It is just not as imporvilences turn to nage 121

(Freuse turn to page 12)



9:30 a.m.) and unusual nighttime program availability, RUSS WARD AND THE NEWS (11:10-11:15 p.m.). ■ Inga Rundvold is Washington's First Lady of Television, on first-name terms with top entertainment stars and homemaking pros. Her "Figure Formula" is a favorite of D.C. women, and a regular feature of her wre-ty program. Pretty as her picture, she's the perfect hostess to introduce your product to her loyal following. III Russ Ward is an expert on the local scene in the nation's capital. A regular contributor to the NBC Radio Network's Monitor, World News Roundup and News on the Hour. His WRC-TV nighttime reports have won him the admiration of a large viewing audience and his associates as well. A solid background for a quality product or service that demands an atmosphere of authority. I Call wrg-tv or NBC Spot Sales and reserve your schedule with Inga and Russ now!

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES



Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy.

Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

"Thank you for your kindly tip on traffic the other night.
 I saved a half an hour on the outer drive thanks to your advice."

Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.



 "...and Officer L. Baldy, is cutting down on accidents believe me! And it's the best guide for all on the road, Thanks for the swell service."

Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.

 "... Pd like to express my appreciation for the late afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."

Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.

- "... tell Officer Baldy I am most grateful for the fine service being rendered by the Chicago Police Department."
 Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.
- "... the traffic reports are terrific and more cities should adopt this same technique."
 Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the

National Safety Council and The Chicago Motor Club. This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to self all Chicagoland.



KOK

PHIL DAVIS WUSICAL COMMERCIAE

are

"setting the tone" and providing headlines for advertising in all media...

SCHLITZ Attunes Beer Drive To 'Joy of Living'

A bright new song, "The Joy of Living," is setting the tone of the Jos. Schlitz Brewing Co.'s 1959 advertising program.

'The Joy of Living''
was created for Schlitz by Phil Davis, one of the country's top connected some writers

> Advertising Age March 1, 1977

DHIL DAVIS MUSICAL INTERESTS.

MUrray Hill 8-3950 59 East 54 Street New York 22 tant to a television station manager as the many other problems (labor, sales, promotion, programing in tv, etc.) which he faces. But the Storz convention takes an area of radio programing that is

But the Storz convention takes an area of radio programing that is very much the heart of the whole, i.e. music and delves deeply into the ways and means both management and the performer-personality-

disk Jockey may best utilize it to build and hold audiences. This year's convention was planned by a very able group of practical, successful working jockeys, spearheaded by Bill Stewart, Storz's brilliant national program head, and coordinator for the convention. On the planning committee are: Paul Berlin, KAUZ, Houston; Ira Cook, KMPC, Hollywood; Paul Cowley, WKLO, Louisville; Tom Edwards, WERE, Cleveland; Bob Larsen, WRIT, Milyankee: Robin Seymour, WKMH, Detroit and Joe Smith, WILD, Boston.

I would have liked to have seen one jockey from New York, and one from Chicago on the panel, as well as a couple of jockeys from considerably smaller markets than those represented. But little of I know the problems Stewart had in liming up his planning group. The group is, at any rate, a good one. And they have come up with a number of interesting panels.

Any or all of these sessions could turn up much interesting and useful information, not to say considerable entertainment. As any one who has ever attended one of these meetings knows, unscheduled and often fascinating side issues are often developed in the course of these panel discussions. Last year, for example, one panel got on the question of how radio disk pickeys who happen to be on the air at the same time as the daily Dick Clark ABC TV show program against bins. Since Clark is more potent than ever, and several hundred local television bandstand shows also buck radio jockeys in many key areas around the country, a panel on programing against to "jockeys" might be useful.

Star-studded lineup of programs, talent

But whether this particular phase is covered or not, you can count on much more informative and entertaining activity throughout the three days of the meet than 1 can convey to you here. For example, as 1 finish this piece (5 May, a full 24 days before convention time), 1 just talked to Bill Stewart, in Omaha. Bill has just lined up Dr. Shane MacCarthy, chairman of President Eisenhower's Council on Youth Fitness, to tell the assembled juckeys how they may help in this per, and tremendously vitals project of Ike's.

Bill has also been working with some high-placed people in Washington to ty, to arrange for the surprise appearance of a major star at the convention's show on Saturdan right, Webelter this particular star shows or not, however, there will be plenty of high-powered entertainment at the banquet and show. The list of names sched-held to appear includes Pat Boone, Pegys Lee, George Shearing, Andy Williams, Wike Mehols and Elnine May, Chris Connors, Diaham Carroll, the Kirls Stone Four, Lack Scott and many, many others,

The record companies, who sponsor breakfasts, lunches, cocktail parties, dinners and you-named) at the event are outdoing one amother in decising spaper stims this year. And all of them add up to make this convention a real must for every disk jockey in the company, for smart station operators and agency men and their key clients. Don't miss it,



Personality selling has always been one of the reasons for success of advertising campaigns on WWA This picture represents programming designed for the entire family which, with CBS network programming and the famous WWVA almboree, can be heard only on WWVA in the Pittsburgh-Wheeling area. On WWVA you buy unduplicated programming which means undivided audience with top ratings. Pulse shows WWVA first by far in average ratings for every time period in this 46-county area of 486,700 radio homes.

Wivian Miller "Sundown Screnade" - Lew Clawson "Sports Director" - Jeanne Hamm "Report to the Women" - Frank Thompson "Paranama" - Dick Reeves "News Director" - Lee Moore "Coffee Drinkin Nitchawk" - John Corrigan "1170 Club" - Lee Sutton "Home Folks Gatherin" - Hardrock Gunter "Good Morning Shou."

"Famous on the local scene"

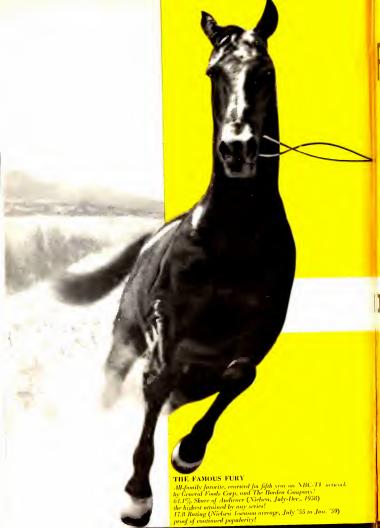


PITTSBURGH - WHEELING AREA See your John Blair man today.

Storer Radio (



WWVA WIBG WSPD WJW WJBK WGB



RUNAWAY SALES SUCCESS SOLD IN 74 MARKETS

INCLUDING: BOSTON, MIAMI, DENVER, SEATTLE, TAMPA, SAN DIEGO, ATLANTA, NEW ORLEANS, SPOKANE, FORT WAYNE, SALT LAKE CITY, CHARLESTON, W. VA.!

BRAVE STALLION

Some choice markets still available!
Phone or wire collect or talk to your
local ITC representative today!





BIG AGGIE RATES
HIGH IN HAVANA (SOUTH DAKOTA

Havana Is just one of thousands of cities and towns by Bl₂ Ve₂Is Let = be use (75-county coverage area tools and its set = WNAX-570. Whichever is Bl₂ Ve₂E an old and

The miss in Big Aggie Land.

An WANNED mass a well share of audience.

It's a self-state in that call The 2-d a plus million mass a spendable of the call that have a spendable mass a spendable of the call that have a spendable mass as a spendable of the call that the call the call that the call that the call that the call that the call

Proposition in Havana - or anywhere in Big. Agg. Later - begins with WNAX-570. See 1922 Kerr pron



CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGE
PEOPLES EPOADCASTING COPPOPATION
TENTED SHOT PARKS
TENTED SHOT PARKS



HISTORY CONTROL OF THE STATE OF



Most significant to and radio news of the week with interpretation in depth for busy readers

SPONSOR-SCOPE

16 MAY 1959

Copyright 1858

SPONSOR

PUBLICATIONS INC.

ABC TV has begun to swing the axe in earnest on affiliates who impinge on network commercial program time with spot announcements.

Several of the network's stations were notified last week that their service on nine sponsored shows was about to be chopped off because of infringement complaints.

In each instance, before many hours had passed, ABC's stations relations department received assurances from these stations that the practice would be stopped immediately.

P&G agencies have been particularly voluble in complaining about ABC stationwith a penchant for substituting their own announcements for the last commercial on P&G shows. Another irate customer was Chevrolet (Pat Boone).

Chicago (John W. Shaw) came up with the week's juiciest national spot radio campaign for the immediate future.

It's John Morrell's Red Heart Dog Food in 44 markets, involving minutes and LD's Wednesday, Thursday, and Friday through June and July.

You'll find that a number of perceptive reps are disturbed by the slowness of their ty stations to grasp the potentials of ty-tane for spot.

The concern is two-fold: (1) Few stations have facilities, and (2) some that have the equipment are blocking interested national advertisers by making what these reps call an "annoyance charge" for the service.

Note: On the local level, a number of stations have built up quite an empathy with retailers by doing remote tapes at reasonable cost after the store closes.

The "pre-emptible" type of ratecard seems to be making more headway among buvers of spot ty.

They like it for two reasons: (1) Its basic principle has worked exceptionally well for Lestoil, and (2) schedules become more flexible and economic.

The type of ratecard which provides this added flexibility is framed roughly along these lines:

SECTION I: Spots at straight cardrate (less annual discounts).

SECTION II: Categories are the same as above: but there's a 40% discount from Section 1 rates because Section 2 spots are pre-emptible on two weeks' notice to advertisers willing to pay the Section 1 rate.

SECTION III: Available for those who want the lowed possible rate. The soots are pre-emptible on two weeks' notice for Section 2 occupants and one week's notice for Section 1 advertisers. (Section 3 thus is virtually a runnof-schedule contract.)

Among accounts that have lately made heavy use of this type of presempts a place. Bissel and Pillsbury (via Burnett' and Toni via North , About 50% of Necco's buying for next season (La Roche) is harnessed to the same concept.

For stations the plan has the virtue of keeping sold out on the basis of supply and demand, but the added headache of continuous paperwork. For rens it means more servicing responsibilities, and for buyers it involves greater policing of schedules and approving of makegoods.

SPONSOR-SCOPE continued

The exposure of commercials among America's 44 million ty homes today can be figured only in outer-space mathematics.

SPONSOR-SCOPE asked Nielsen to calculate how many home-commercial-impressions the medium delivers, and this is his answer:

- Per day: 3,520,000,000.
- · Per week: 24,508,000,000.
- Per month: 98,032,000,000,

The assumptions in these calculations: (1) Two spots at each break 15 minutes dastine and 30 minutes the rest of the time; (2) program connecial time as per NAB code; (3) all daytime W-F 15-minute programs; (4) Saturday divided equally between 15and 30-minute programs; and (5) Sunday daytime divided equally between 30- and 60minute programs.

New York agencies buying substantial spot ty campaigns for the fall report that the tightest market they're encountering is Los Angeles.

Another tough one is San Francisco.

Spot-both ty and radio-looms big in the 1960-model plans for Pontiac.

The budget as it now stands calls for sponsorship of the Notre Dame games, plus cight ty network specials, plus spot saturations in between.

One of the earliest of all earliest radio users (Marshall Field, Chicago) after a long interval has returned to the medium—specifically fm.

The station: WFMT.

Even though the trend toward split sponsorship is stronger than ever, there'll be at least 31 shows in prime network time this fall with single sponsors.

What has kept the number of single sponsors at almost last season's level is that leading advertisers—like P&G, General Foods, and Lever—have each increased their exclusive commitments.

Total single-sponsored programs by network as of now: CBS TV, 14: NBC TV, 11, ABC TV, 6.

Few network ty advertisers seem to be taking advantage of the right to eliminate some of the old "must" markets next fall.

According to the networks, the lineups by and large are just as big as in the past season. In the case of NBC TV, the average is 125-150 stations.

Apparently advertices are sold on the thesis that if enough smaller markets are added, they can count on a much higher national rating. The reasoning is that smaller markets have fewer stations, hence the audience per program will be relatively higher than in a big market.

The sunff business, which once depended largely on sampling for its promotion, has begin to make radio and by the mainstays for the product.

This curious swing can be attributed to a great extent to the wandering of the snuff user. Many have migrated out of the South, so snuff manufacturers have turned to the air media to keep up with the market. Some estimates about snuff; (1) Moon 36 million lbs, of snuff are sold a year, making it

a better than \$50 million business; (2) ty and radio spot expenditures are somewhere around \$8750,000; (3) the firms that do the heaviest buying of air media for that field are U. S. Tobacco, G. W. Helme, American Smiff, and Brown & Williamson.

SPONSOR-SCOPE continued

NBC TV has no intention of selling its prime nighttime in anything less than half-hour units for the fall.

So says the network's chief sales v.p. Walter Scott.

Both CBS TV and ABC TV meantine are offering 20-minute units in several forminute shows, with the right to spread out the allowable two minutes of connucreial over two consecutive weeks.

Relative self-out positions: Scott estimates that the networks as of 1 May this year were about where they were 1 July last year.

Lever Bros. has taken only an alternate week of the Groneho Marx show for next season; so NBC TV is beating the bushes for a second spousor.

The talent price asked: \$53,000.

Miles Laboratories, yielding to the siren call of discount advantage, this week took away three alternate quarter-hours it had been carrying on CBS TV daytime and gave them to NBC TV.

(Loss to CBS: about \$1.5 million per year.)

Miles now will have four daytime quarter-hours weekly on NBC, with billingworth \$2.7 million. The previous Miles commitment with NBC was four alternate quarterhours.

The demand for network sports is just about sure to exceed the supply.

Already NBC TV, for instance, is living up a number of extra events in addition to the mass of baseball, baskethall, football, and golf it normally carries among them the Russian-American track meet, Little League World Series, and pro-football exhibitions.

Two problems facing that network: (1) There's just so much Saturday and Sunday time before 7 p.m. EST, and (2) National Professional Football League president Bert Bell's desire to keep spousorship localized.

ABC TV still has hopes of coming up with some minor league football to spot in the Saturday 10-11 p.m. period this fall.

One possible hitch: Objections about showing the games in hig cities where the pros might be holding their own games at that time.

Chalk this up as without precedent in either radio or tv: NBC TV next season will get over 70% of the network expenditures coming out of Detroit.

NBC's explanation for this extraordinary imbalance: The record of acceptance it has built up with the automotives over many years.

Here's an allocation by network of Detroit money (either already committed or about to be committed) in terms of total time and talent costs:

ADVERTISER	VBC TV	CBS TV	NBC TV	TOTAL
Buick		\$1,600,000	\$3,300,000	~1,900,000
Chevrolet	\$5,500,000	_	7,500,000	13,000,000
Dodge	5,500,000	_		5,500,000
Ford Motor Co.			23,000,000	23,000,000
Oldsmobile	annua .	6,000,000		6,000,000
Plymonth			11,500,000	11,500,000
Pontiae	900,000	1,300,000	1,300,000	3,500,000
TMS-A/C Spark		_	3,500,000	3,500,000
Total	\$11,900,000	\$8,900,000	850,100,000	870,900,000

Note: ABC TV's share figures about 17%, and CBS TV's 12%.

5PUNSOR • 16 MAY 1959 19

SPONSOR-SCOPE continued

Nielsen next week will introduce a monthly report called Network Radio's

It will show the top 20 buyers of network radio time in terms of (1) total number of mone-delivered broadcasts per month and (2) total number of home-delivered commercial minutes per month.

Though final price of the packages are yet to be worked out, the ty networks this west started to put out feelers for sponsorship prospects of the Presidential convention and election returns in 1960.

CBS's package for the events in 1956 covering both tv and radio ran somewhat over \$5 million.

Here's a radio development that maybe worth watching: Two leading independent groups—Storz and McLendon—are making some changes in music policy.

Storz' KOMA, Oklahoma Gity, has taken the accent off current pop releases and put it on long-playing albums, while McLendon's KBAL (formerly KROW), San Fransisco, deserted the ranks of rock'n'-roll for what the station termed "good music."

Network tv finished the first quarter of this year with gross time billings of \$156.480.418, or 8.9% better than in 1958.

For March of 1959 alone, the collective edge was 12.2%. The March billings per network (and percentage margius over 1958): ABC TV, \$11.55.031, 23%; CBS TV, \$23.226.385, 9.5%; NBC TV, \$20.728.315, 9.8%, Total: \$55.519,731.

Plan-Ahead Dept.: NBC TV already is troubled by what may happen to its eveuing schedules this fall should the Los Angeles Dodgers or the San Francisco Giants be a party to the World Series.

California goes back to standard time at the end of September, putting it four hours behind New York time. One o'clock starting time in the Coast will be 5 o'clock EDST. Should the games run over substantially, early evening shows would be knocked off, in addition to the NBC News.

As the result of its award of more Whitehall business (uotably Dristan), Tathum-Laird moves up a notch among leading Chicago agencies.

The Whitehall allocation (\$7 million) also makes Dristan Chicago's second biggest drag account, exceeded only by the approximately \$16 million spent by Viles Laboratories via Geoffrey Wade.

The five leading Chicago-based agencies line up thus in total billings:

1) Leo Burnett, \$100 million; 2) Grant, \$96 million; 3) Needham, Louis & Brorby, \$38 million; 4) Tathum-Laird, \$25 million; and 5) Wade, \$18 million.

(See Newsmaker of the Week, page 4, for more on Dristan shift.)

All three tv networks this week were in the process of tacking down some more or less important night-time sales for the fall.

The Sunday 9.9:30 p.m. period on ABC TV has gone to L&M and P&G for the Rebel, of the western species. That gives L&M four shows on that network and P&G five.

For other news coverage in this issue, see Newsunker of the Week, page 4: Spot Buys, page 52; News and Idea Wrap-Up, page 78; Washington Week, page 73; spoxson Hears, page 76; Tv and Radio Newsnakers, page 90; and Film-Scope, page 74.

KPRC-T

HOUSTON, TEXAS

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

COURTESY OF BUICK

Now! TRUE STORIES of ...

The ACCUSED! The CONVICTED! The CONDEMNED

"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted. That's where I come in"

. . . says HERBERT L. MARIS

B. (1)

ZIV'S Powerful New TV Series

"LOCK Up"

Stories of people unjustly accused . . . and the one man who brings them their ONLY CHANCE OF HOPE!



The DRAMA of people in trouble with the Law ... of the innocent who cry

"I DIDN'T DO IT!"



stars as HERBERT L. MA IS successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!

Television



successful advertisers on:

where:
1. Imaginative programming,

- 2. Top personalities, and
- Instant News coverage . . . combine to satisfy listeners and advertisers year after year!



NATIONAL REPS.: ew York City

Chicago
 William J. Reilly
 Kansas City — St. Louis
 Jack Hetherington

. . . and in nearby

LAKE CHARLES, LA.



Reaching a booming market of 250,000. Annual retail sales \$200,000,000.

NOW Special 15% discount on this potent combination . . . KVLC, Little Rock + KIKS, Lake Charles



Jack E. Dube, Cole Fischer Rogon, Inc., New York, freels that an increasing number of station men are echoing the complaint that players are relying exclusively on "the numbers" in buying, "They beef that buyers don't take into account sufficiently the many qualitative factors that separate one station from another. But it is many of these self-same station men who

force buyers into this heavy reliance on ratings by their failure to supply in-depth information on their operations. Sure, almost every station keeps its rep supplied with program log, rate eard, coverage map, and usually program profiles. But here, all too often, it ends," lack would like to see data on a market's employment and wage levels, by industries; market characteristics, such as working thousacteristics, such as working thous-



of offices, factory shifts; success stories and testimonal letters; lists of prominent local advertisers; detailed descriptions of all merchandising services, "Supply us with what we need," Jack says, "and ratings will become less important as a factor in the buying picture."

Flo De Senedette, Ralph Allum Co., New York, feels that the rating services are trying to keep pace with the needs of advertising, ""And I reaching prospects for my product?" is a serious media problem, and the trend toward depth studies by the rating services is a health sign." Flo says, "Pulse has a new amblence composition



measure that is tremendously helpfint. This service tells you such facts about your audience as the amount spent during the period of time for food and groceries, drugand toiletries, drinks and beer. Nielsen can tell you not only how many homes are listening to any one program or spot, but how many different homes will be reached by several programs or spots and how often the average home will hear the amountement.

MRFs. Ablation gives you a minute by minute picture of the try andience. All these are covering important areas of buying and help give us that extra dimension we need in market appraisal in today's highly competitive business. The services are making good progress toward the ultimate goal of not only how man, but who,"



MOVIELAB

ISTMAN

BLOW-UPS



Kodachrome

CK & WHITE

INTERNEGATIVE INTERPOSITIVE INTERNEGATIVE INTERPOSITIVE INTERNEGATIVE INTERPOSITIVE INTERNEGATIVE

Kodachrome Kodachrome Kodachrome Kodachrome Kodachrome Kodachrome Kodachrome

olor plor olor

EASTMAN COLOR JSMM 45246/ COLOR NEGATIVE

DEVELOPING 35MM (5253) AND 16MM (7253) INTERMEDIATES **DEVELOPING**

AND REDUCTION ADDITIVE COLOR PRINTING
16MM (7270) FROM 16MM KODACHROMES INTERNEGATIVES 16MM KODACHROME TO 35MM COLOR BLOW-UPS TH KODACHROME SCENE TO SCENE

 35MM COLOR FILM STRIP PRINTING MOVIFI AR MOVIFI AR MOVIELAB MOVIELAB



NEGATIVE NEGATIVE NEGATIME





... SOUTH BEND, INDIANA'S DOMINANT STATION



MIKE MAY... Pied Piper of South Bend

Mike May's "Popeye Theater" is South Bend's top TV show for children. With puppets and personality, Mike weaves a special brand of make believe magic. And the kids love it, whether at home or participating in the studio audience.

The Jan.-Feb. ARB gives this daily afternoon show a 23.8 rating-more than double the combined ratings of all area stations (4:00-5:00 P.M.). Advertisers' success stories are legion on WSBT-TV's "Popeye Theater". It is typical of the many highly rated local personality shows on WSBT-TV.

WSBT-TV dominates South Bend . . . the focal point of Indiana's prosperous second market. This station carries 8 of the 10 top rated shows; averages 45.2% share of sets in use. Effective Buying Income in WSBT-TV's 15-county coverage area is \$1,613,896,000!

For free market data book and remaining "Popeye Theater" availabilities, see your Raymer man or write this station.

BT-TV

SOUTH BEND, INDIANA ASK PAUL H. RAYMER COMPANY . NATIONAL REPRESENTATIVE



49th and Madison

Circulation story

Last Monday evening, 1 addressed the student body member-operators of the Yale Broadcasting Company. at their end-of-season banquet. During the cocktail party preceding the banquet. I was tremendously impressed to find that SPONSOR magazine was quoted rather liberally by the young gentlemen of the intramural broadcasting group. When asked in what issue they had seen something quoted, I was told, with surprise. "Why. today's. of course. the same one with Lou Hausman's article." I really hate to make a commercial out of this, but the feeling amongst the boys there was that in order to be au courant with what they were doing, the magazine was a necessity to them.

Name withheld executive, CBS, Radio

Who' hoppen?

That was a fine story by Daniel Sullivan on page 38 of the May 2 issue. describing, "The Best Radio Pitch I Ever Heard." How good a pitch WBZ-A made is amply proven by the whopping sale made to Hampden Harvard Breweries through Mr. Sullivan's Boston agency.

Now I'd like to read a sequel, by the same author. The title might not be printable, but the text would be based on an item on page 66, same issue, reading. ". . . Hampden Harvard Breweries of Willimansett, Mass. to Cohen & Aleshire, New York. So inst what did happen?

Kenneth F. Small dir., WRUF

Gainesville, Fla. Well, that's how the cookle crumbles.

Horness the beot

Just finished reading the Sponsor Backstage column in the April 18 issue of spoysor, and felt that I must write to commend you on a fine piece of objective reporting. Needless to say, we were pleased that you used

(Please turn to page 28)

sponsor • 16 may 1959

TRIPLE EMMY WINNER
Best New York Program (Open End), Outstanding Male Personality (David Susskind), Station Achievement Award

AND WE'RE ONLY ONE YEAR OLD!

CHANNEL 13 WNTA-TV



Live Programming on a Local Level /WNTA-TV. OWNED AND OPERATED BY NTA

WREX-TV new, wide range

with HIGH POWER 229 KW VIDEO 115 KW AUDIO





COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power five times the former ratings), extends the primary limits of the Rockford TV market to encompass \$1.1-billion potential... widens the "secondary" range of influence to include a total \$2.5-billion.

ROCKFORD MARKET

TOPS IN SALES POWER!

WREX-TV "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market

the consistent mgn quanty in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-FV this year!

TOTAL MARKET:

Population	1,343,651
Households	413,099
Spendable Income	\$2,502,773,000
Retail Soles	\$1,768,295,000

WREX-TV COVERAGE

WREX-TV spans andience interest . . . comparative rankings of top programs. ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropoliton Area station share of sets-in-use summary for 4 weeks

vouce ARB

WREX-TV Station B

Mon. - Fri. Sign-on to Noon 60.2* 10.3 Noon to 6:00 PM 62.0 37.0 6:00 PM to Mid. 54.7 44.5 All Week Sign-On to Sign-Off 59.9 39.6

ore thought the thestal witele-



WREX-TV CHANNEL 13 ROCKFORD

ABC - CBS AFFILIATION
Represented By H-R TELEVISION, INC.

49th & MADISON

(Cont'd from page 26)

WABC's Alan Freed as the prime subject for your article.

There are many admen who have "harnessed that beat," and we feel that it is just a matter of time until more people realize the importance of an Alan Freed and begin to buy radio on the basis of what sells merchandise, rather than on their own personal feedings.

Ben Hoberman mgr, WABC New York

Commercial Commentary

We felt that the Commercial Commentary column on creativity in your April 25 issue was outstanding.

We would like to prepare an agency mail piece for our company using the article as its feature. Would you be good enough to

grant us permission on this? Naturally, we would be glad to clear the piece with you before production if you so desire.

John Forney

Robert Luckie & Co., Inc. Birmingham

SPONSOR likes to be quoted in mailing icees.

Up & down

In the 2 May edition of your excellent publication, you have an article on daytime network television. In the table on page 33 you have a sub-head reading: "The Number of Homes Viewing TV Has Been Decreasing Slighth." Wheth as I look at this table, I still

Which as I look at this table. I still come up with only one conclusion; namely, that time period viewing is on the increase—both in absolute number of homes and percent of total U. S. homes.

Explanation, please?

Jaye S. Niefeld vice president Keyes, Madden & Jones Chicago, III.

 SPONSOR regrets that the figures in this chart were transposed in printing. Our 23 May issue will carry the corrected chart.

Any Comments?

sponson likes to hear from its readers. Your comments or your criticism represents one of our best methods of insuring that we are accomplishing our purpose.



watching $raket{ ext{KMJ-TV}}$ in FRESNO KMJ-TV Movie Matinee has

54% more audience than any other weekday movie

Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.

KMJ-TV also has top-rated

late movies

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods

58% more than second station 42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday daytime

229% more than third station

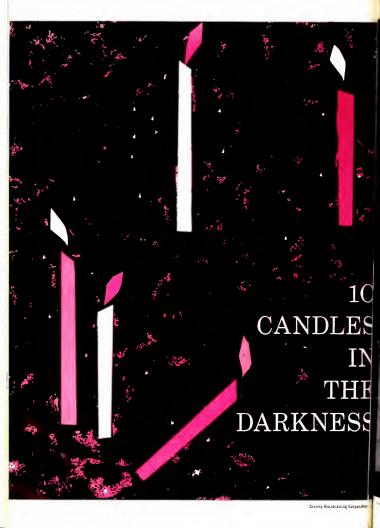
156% more than second station

All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

(California)





You won't find our ten birthday candles on a cake. Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.

Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.

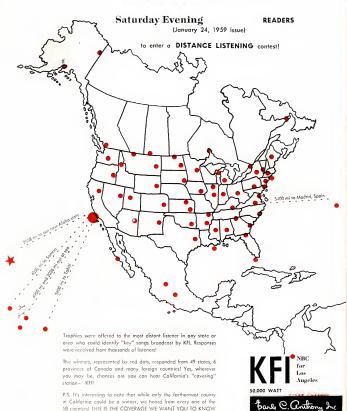
For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.

So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.

WLW-C
Television
Columbus

WLW-D Television Dayton 2 of the 6 dynamic wlw stations





ABOUT!

WHY POOR COPY ROBS RADIO

Too few agencies are equipped to produce top radio commercials such as those which are shown here

How many time sales is the radio medium losing because of sloppy, amateurish, hastily written radio commercials?

To get the answer to this provocative question, SPONSOR last week interviewed copy and creative heads in top New York agencies, including several well known in the trade for their insistence on high radio copy standards.

Net of sponsor's survey findings:

• At many agencies, including some of the biggest shops, radio today is being "creatively short-changed."

 In radio, boys are being hired to do a man's job.

 Writers get around to thinking (and then only fleetingly) about radio after ty and print sales messages are polished to a luring luster.

 There's a tendency to rely on frequency of commercial exposure rather than on imaginative content, a costly maneuver for a client.

 Too many agencies take the easy way out in radio copy, favoring the

RADIO HONOR ROLL OF BEST-LIKED, MOST-REMEMBERED COMMERCIALS

PRODUCT	AGENCY	CITY
BORDEN'S Instant coffee	Doherty, Clifford	<u> </u>
CHESTERFIELD regarettes	McCann-Erickson	<u>Y</u> Y.C.
CLARK gasoline	Tatham-Laird	(60
TETLEY <u>ica</u>	Ogilyy, Beuson & Mather	<u> </u>
OASIS signiettes	McCapu-Erickson	1.77
ALKA-SELTZER_	Wade Mdy.	(.60,
BUDWEISER beer	D'Arcy Adv.	5(1
L&M cigarettes	Dancer-Fitzgerald-Sample	<u>_7.1.c</u> .
PIEL'S_beer	Young & Rubicam	3.1 <u>.</u> c.
ZEE paper products	Cunningham_&_Walsh_	(

THE 10 BEST-LIKED AND MOST-REMEMBERED row, an increase of the part six months were for the products thred above analysteest agents,) and selected trow 196 entries in a warres of 3,000 person, workened to The Table tor John Blaic & Go, and released in new study has well. Two questions were asked in 12 major markers. Blaic commercials do you remember hearing on the radio this week? and Which did you like beat? Most are for food items.

AGENCIES GETTING THE BEST RADIO RESULTS

QUESTIONING



CREATIVE



PERSUASIVE



PROFITABLE RADIO SELL requires professional radio writers with combination of talents, intuitions. Shown (I to r): Davidyne Saxon, DCS&S

rancous, strident-scream technique.

These slipshod tactics mean everyone loses the agency, the client and the radio medium itself. The agencies in which these practices are most prevalent are invariably the ones with the lowest radio billings. Shops with high radio copy standards have a high-profit broadcast department because they're heavy on radio billings.

In surveying top copy people who know their way around the radio medium, seoxson asked what could be done about this short-changing of radio copy. How do von get advertisers to move into radio? And how does copy sell for them once they do use radio?

Every agency writer expounded the basic theory, though in different ways: The best plug for radio is in radio itself. When it's used effect itselt, radio is sold effectively, Radio is its own best or worst saliesman. Radio's first measure of effectiveores is simply "to be heard," says loss seek of Wet and Firsten who writes for such accounts as Ajax, Buick and Columbia Records, "Just having a commercial on the air, however, does not mean it will be heard." The margin of difference between being heard and not heard is commensurate with the range in commercial creativity and the copy approach.

But too many agencies operate with the theory that quantity makes no for quality, and they load the airwaves with an aural hammerlock, Davidyne Saxon, copywriter at Doherty, Clifford, Steers & Shenfield ton such accounts as Borden's, Mum. McCormick spices and teas, Ipana). says "It's easiest to make a mistake with a heavy budget. The simple act of repetition works and, even though vom copy is sloppy, von can make a big sales dent." Her thesis, and that of her prize-winning copywriting colleagues (see chart on opening page) is that although the heavy-up technique works well it would deliver far more if the copy had been closely tended and based on higher professional standards of production.

One writer told sponsor this

lackadaisical interest in radio tends to make better commercials. Why? "Because the client is so disinterested and so to-happy that he doesn't care what we do in radio! So if yon've got an enthusiastic and imaginative writer this lack of client concern gives him his best chance to be really creative and to reach into left field as far as he wants to." When this happens: as it does in many agencies account people and clients who would never knowingly take a bold step suddenly faid they have—and that it's paid off.

When a radio commercial pays off, it means a three-way again. The agency may well attract new radio lussiness and get increased radio billing; the client makes more listener impacts and sales; the medium, it self, increases in stature and responsibility with audience, agency and advertiser.

How do you make radio copy pay off? The one rule is that writers

INSIST ON HAVING COPYWRITERS WHO ARE . . .

HUMOROUS



Tom Lisker, L. C. Gumbinner agency

Effective radio commercials come from imaginative ad specialist-writers who are backed by their agencies. The creative pace starts with agency management; moves outward to the client, inward to the staff. Top copy comes from facile writers who act, react as consumers, have open minds, see a total commercial as comprised of words plus production elements

should have no rules, says Angust Lerch, copywriter at William Esty who concentrates on Ballantine beer and ale. He thinks you need "a hard sell story in soft sell atmosphere" with entertainment replacing the straight copy approach. A heavy user of jingles, Mr. Lerch thinks this musical form "establishes mood and product image" then implemented with an amounter delivering major copy points.

Exery good copywriter must have a discriminating car and a feeling for rhythm and pacing, natural dialogue and idiomatic phrasing, alleges Tom Lisker, copywriter at Lawrence C. Cumbinner agency. It's this appeal to the ear which makes radio copysing and self.

ing and self.

"And it means you can make a real impact because the listener has to fill in the video portion of the commercial. When your radio auditions actually works with you in uiding a pitter and a story, you am make a much stronger impact."

That's why he characterizes the tele-

vision audience as more apathetic.

Mr. Lisker, in common with other effective copy specialists, sees the radio announcement — usually 60 seconds—as a unit within which all the dramatic variety of Broadway play can be capsuled. He draws heavily on sound effects, music and musical effects for punctuation to create mood and style.

The most-remembered commercials and those which are the most popular are written by people who are advertising specialists and salesmen as well as copywriters.

Margaret Throne of Esty, who writes for Pacquin and Ben-Gay, purit this way: "A successful radio writer—and this is one who helps sell merchandise—has to be a consumer, think and feel like one before be can sell the listener. We have to approach the copy problem with the total merchandising problem in mind

what kind of radio is being used to accomplish what kind of a goal, what kind of people do we want to reach, and what product benefit can we tell the listeners they will have."

McCam's Joan Sack agrees that radio copy has never been more exciting, and never more difficult to get across. "We write with the knowledge that we're competing with electric rators in the bathroom, crowds on the beaches and traffic on the highways. We no longer have the family attentively tuned to radio sitting down in the living room."

This new living pace for radio listeners from the sedentary to the mobile demands a new and lively pace for radio copy. This is switch there's been an influx of jingles had ones and a continued stress on rancous strictent and insistent copy. 'Music is still good,' says Miss Sack, that it takes a lot of money to turn out a really musual jingle which will put you abrad of the competition.'

The commercial must be most arresting in terms of the product itself rather than the device used, in Davidyne Saxon's opinion. "The gost

(Please turn to page 88

Two big 'Bills' honored

Dekker of Mc-E and Dollard of Y&R get the Gold Key and Silver Nail awards for their contribution to broadcast advertising



A pair of "Bills" made it last week as media men of the year when the Station Representatives Association handed out its awards for 1959.

At a 7 May luncheon on the Starlight Roof of New York's Waldorf Astoria, Bill Dekker, vice president and director of media at McCann-Erickson, received the Gold Key Award as advertising agency executive of the year while Bill Dollard. media account supervisor at Young & Rubicam, took away the Silver Nail Award as timebuyer of the year.

By what routes did these admen move to these honors? Why were they voted tops in their field? What have been their relations with mem-

bers of SRA?

"In the ease of Bill Dekker," a station rep told sponsor, "he has always impressed me with his treatment of us reps and his understanding of our problems. Dekker's patience with and help for younger reps as well as vomiger admen in his own agency has been something for which he will be long remembered."

"Dekker runs an excellent department," said another. "He has a tremendous reputation and a lot of

friends in the industry."

Bill Dollard possesses many of the same characteristics. "Dollard is hard-working, conscientions and has a great devotion to his job and the industry," said an SRA member. Said another, "He's a very gracious gny, very popular with sellers, always ready to put himself out. Besides which, if he doesn't buy your stations, he's never averse to giving the reason why not.

Both the Silver Nail and Gold Key awards are made on such qualifications not for any single streetshaking accomplishment. Lawrence Webb, SRA managing director who

BILL, THE TIMEBUYER: Y&R's William Dollard who copped the Silver Nail Award as timebuyer of the year

by SRA

conceived the awards, explains the basis of voting; (1) for knowledge of the business; (2) for integrity; (3) for stature in the air media field. Both of this year's recipients filled the bill.

bill. William C. "Bill" Dekker got into advertising for a very practical reason. While still an undergraduate at the University of New Hampshire, he was a reporter and editor on the Manchester (N. H.). Union Leader, looked around him and noticed that the advertising staff was making more money, and promptly gave up reporting to become classified ad manager. He went on to join the national advertising department of the N. Y. Herdell Tribune, then to Ted Bates as a time and space buyer, was media director for PSC.

In 1943 he joined McCann-Erickson as director of radio time and station relations. When a radio/tv operation was instituted at Mc-E in 1949, Dekker was named its director. Three years later, the agency unified its media set-up for better planning and coordination, and Dekker was selected to head up this new unit.

Dekker's interests outside of the media world include his three children, fishing, sailing and clam-digging.

For William Dollard, the Silver Nail Award had special significance. His first job was with BBDO back in 1928 and he remembers from that time the man in whose honor the award was named—Frank Silvernail.

Bill Dollard grew up in New York, attended parcelula school and New York University. At BBDO, he began as a worker in the accounting department, went on to become an assistant account exec, servicing such accounts as Ceneral Baking. Bon Ami and Black Horse Ale, In 1946, he went to Dancer-Eritgerald-Sample as timebnyer on the Whitehall account. When the account moved in 1949, Dollard found himself out of an ad job for the first time in 20 years, remained jobless for about

BILL, THE AGENCY EXEC: Mc-E's William Dekker, recipient of the new SRA Gold Key Award



seven months until January 1930 when he got relocated at Young & Rubicam as head of its estimating department. By August of that year, he was back at timebuying again, has handled such clients as Borden Co., Beech-Aut thaby foods and gmut). Johnson & Oolmson, Royal McBee Corp., Tussy cosmeties. He recently was maned media account supervision at Y&R.

Dollard is married, has three children, lives in Uniondale, L. I. on enough land to allow him to follow his hobby of gardening.

"Use always felt." Dollard told swosson, "that a buyer's success depends greatly on his relations with station reps. I've relied on them over the years and they've been extremely helpful to me. I've never known another business except advertising." Dollard went on, "and frankly, I'd be lost without it. It's a business of people, and I like people."

Timebuying has come a long way in the more than 30 years Dollard has been in advertising. Dollard feels a lot of the change has come about through the switch from specialization to all-media responsibility, that this has increased the importance of the buyer and has made his contribution to accounts and agency of more magnitude.

The Silver Nail Award was presented by Frank Silvernait (for whom it was named and who was its first winner last year). The Gold Key Award, given for the first time this year, was presented by II. Preston Peters, of Peters, Griffin, Woodward and president of SRA. Peters also presided at the luncheon. The awards committee was headed by Lewis H. Avery of Avery-Knodel.

SRA decided last year to perpetuate the annual Silver Nail plaque for timebuyers, has now added the Gold Key as a companion award for other agency executives.

The winners were selected by secret ballot. The Silver Vail winner was decided by the vote of rep firm salesmen: the Gold Key selection was based on the vote of the SRA rep firms. Ballots went out on 1 March, were returned by 15 April.

The awards program was attended by more than 300 guests, including prominent advertising and agency excentives. SRA members, and broadcasters.



SPICE for the SRA lunch on was supplied by WNEW (New York) team of Klavan & Finch. Klavan (I) portrays visiting station manager making life complicated for a N.Y. rep. (Finch)

How Hood

✓ Hood & Sons devised contest to lure audience into second chapter of '26 Men'

hat the braves in the accompanying picture are trying to do is whoop up the ratings of a syndicated film show sponsored by H. P. Hood & Sons (dairy and food products) in New England.

New England.

Hood originally had contracted for 52 episodes of 26 Men in nine markets, then signed up for 52 more after the first go-round proved suc-

cessful. Then came these problems:

(1) How can you sustain audience interest in the extension of a show—and thus keep the cost-per-1.000 low?

(2) What sort of human assistance will help the celluloid characters in the can?

Paul Eaton, Hood ad manager, points out that Hood had been getting lower cost-per-Li000 per-commercial minute than the average halfhour network-program. But neither Eaton nor the agency, Kenyon & Eckhardt in Boston, cared to trust to lock the second time.

"In all but one market," says Faton, "we were slotted against Lassie, and in all markets program connectition was stiffening."

They decided to try a contest promotion. A salient point was that it should involve as much "human as-istance" as possible, "Statious will respond," say account executive Lon Nicholans, "if you decise a contest that is in their interests. Since our aim was audience-building, we knew that with the right ingredients we could count the stations in," Plan was to divide costs equitably among advertiser, stations, and producer (Russell Hayden).

The contest itself required merely a post card entry in 26 words; "Why I'd like to appear in a 26 Men iv program," Since only five of the nine markets would be involved, five winners (plus husband or wife) would result. Prizes: Trijs to Arizona where the show was filmed.

Responsibilities for the success of the contest were divided thus:

whooped up ratings of film show

WANTED



THE "26 MEN" CONTEST TO Appear In A Coming '26 MEN' TV SHOW

Contest Winner Will Receive:



Bound trip for two to Phoring Arizon aboutd a hazarina AMERICAN AIR LINES DC 7 Floushap



- An offexpense volution for two of it technious SAFARI HOTEL is Scotted, it is the winter home of the fled Se
- 3 And will be filmed in stume authorist western location for 1 cam

HERE'S HOW YOU CAN WIN (OVER PLEASE)



HUMAN INTEREST via contest was way Hood Dairy stirred up new interest in syndicated show. Ad mgr. Paul Eaton and winner figure in doings

· Stations. The five stations started the contest rolling by putting up a local framework: running on-the-air promotions with slides and on live personality shows. They also arranged for newspaper publicity. Moreover, each station handled its own mail, screening the entries and submitting five finalists to an independent judging outfit for the usual character check and final decision. Due to variations in the ty markets. it was agreed that no "mail pull" count would be involved. (Stations were: WBZ-TV, Boston: WHYN-TV. Springfield, Mass.; WCSH-TV, Portland. Me .: WTIC-TV. Hartford: WJAR-TV. Providence.)

 Client and agency. A filmed contest "adapt" was prepared for commercials of 26 Men for all stations participating in the promotion. A bottle hanger point-of-sale piece (see picture above) was developed and distributed by Hood Retail milk routemen. Details of the coming trek to Arizona for filming the winners was worked out.

 American Airlines. In addition to arranging the round-trip transportation for the five winners, client and agency personnel, the airline prepared additional promotional material for distribution on the milk routes.

 Safari Hotel. The hotel in Scottsdale. Arizona, where the 26 Men cast and crew encamped provided accommodations, meals and publicity.

Russell Hayden Productions.
 The job of finding safe, foolproof ways of integrating the five contestants into the extra ranks was up to Hayden. ABC Film, the syndicator, worked with Hayden on entertainment for the winners.

The local emphasis of the five contests increased the complexity of things once the contestants were in Arizona. Photographing winners in action had to be worked out on an individual basis because local rather than regional publicity was the aim. "The tremendous amount of newspaper space which the local winners racked up," says Nicholans, "made the promotion pay off publicity-wise."

In the area of mobilizing tv station support, ad manager Eaton estimates 40 to 60 promotional plugs were aired by each of the five stations during the three weeks of the contest. Plenty of newspaper promotions came along.

As for sponsor recognition, Nicolambros that 20% of the entries mentioned the Hood name. This correlates very well, he says, with the 35% recognition for Hood that the 26 Men sponsor got in an earlier questionnaire.

Client and agency feel that the identification question so commonly raised with Westerns has been licked for them. This is particularly inportant for Hood because of these or plexity of its marketing picture—the very factor that brought Hood into the programmer.

Why your 1959 bills for tv commercials

are up 20% over 1954

Five-year rise in commercials cost due as much to higher creative demands as new talent, filming costs

The 1959 tv spot averages 15%-20% higher in price than 1954, but items like talent have climbed 80%

A commercials producer of a Madison Avenue agency remarked the other day. "The campaigns that used to cost in \$10,000 five years ago seem to be costing us \$12,000 today, but I haven't quite stopped to figure out with."

This comment is typical of today's opinion among agency and film men: commercials are costing more now than they use to, but no one seems to agree why they cost more. Some agencies accuse film producers of higher prices. Most film producers, in turn, point a finger at higher union rates for technicians, and the technicians note that talent costs have risen considerably. But, while this modulately true that simple day-to-day costs of doing business in the commercials field have risen, there's actually another equally important reason for rising costs.

ason for rising costs. It's this: commercials cost more because they are doing more and doing it hetter than, say, five years ago, Point one; heavier competition and the rise of new brands has resulted in more demands on commercials: Point tteo; a general rise in the level of production values: Point three; widespread use of original music and scotting.

In defense of higher costs, one production executive said this: "Surecommercials cost 20% more in 1959 than in 1954—but no one apparently realizes that they ir 33% to 40% better than they used to be. Take out an old commercial and look at it; you'll be laughed right out of the projection room. Tastes have changed drastically upwards, in the last few years."

Many brands, today faced with a competing product spending more on its commercials, are making the decision to retaliate in kind. While a few have moved from the Sef-3,000 "moderate" range into the "huxury" \$10-15,000 range, the big shift is for brands with inexpensive \$3-1,000 commercials, to upgrade what they re producing. It's not musual for commercials to add \$1.500 to new budgets for the single item of original music and seoring. Furthermore, selling via visual "gimmicks" and complex presentation have added greatly

HERE ARE TYPICAL PRICES 5 YEARS AGO AND TODAY

		.1953	1959
OVER-ALL RAN	GE, FILM	\$2,000-\$12,000	\$3,000-\$15,000
\NIMATION one_character)		\$6,200- \$6,500	\$6,500- \$7,500
SIMPLE LIVE A	CTION	\$2,500- \$3,800	\$3,000- \$4,500
ELABORATE Co	OMMERCIAL	\$8,000-\$12,000	\$10,000-\$15,000
	OVER-ALL RANGE	\$1,000	-\$5,000
VIDEO TAPE	"AVERAGE"	\$2,000)-\$2,500

to camera and optical bench time for special effects. Many of these details are double or triple over what was spent on the same line in the production budget for a previous method.

It's therefore the creative decision that's largely responsible for the new higher costs. What's the solution? Vecording to one account supervisor. "You've got to live with the new costs. The only alternative is to call it a day and let your brand strangle."

While talent costs have shot up 60-55% in five years and production costs have gone up 10.30% over the same period, the unishrooming has not affected every area. Animation, for example, has gone up only 5-10%, Producer profits have not increased, and in many cases have even gone down slightly; the same film companies that once regarded 10% as mininuum end-of-year profit are now very happy if they can clear 6%.

Other areas have countered the rising price tide to register reductions in costs -a fact that's often completely overlooked. Besides economies involved in redesigning a campaign for ty tape rather than film, many clienthave enjoyed the benefits of new film techniques that save both time and money. Among these time and eost savers are (1) the infra-red process. which permits mixing of separate foregrounds and backgrounds without expensive and tedious manual matting, (2) aerial image stands, which allow live-action and animation to be combined simultaneously and right on the work bench, and (3) careful planning and scheduling of commercials in groups in order to deliver a "free" commercial for every three or four made. But despite money-savers, few brands seem willing to cut commereials budgets. The typical moneysaver delivers more in a commercial for the same price, or adds to production values at the smallest possible increase of price.

The over-all range of commercials prices has gone up from \$2,000. \$10,000 per commercial five years ago to \$3,000-15,000 today. An animation job with one character that used to cost \$6,200-6,500 now costs only slightly more. \$6,500-7,500. A simple live-action spot with one actor that used to come in for between that used to come in for between \$2,500-3,000 now carries a price tag are the state of the state of the come in for between the state of the state

THESE ITEMS COST MORE:

PERCENTAGE RISE OVER '51

15%-20%
5%-10%
10%-25%
60%-85%
20%-50%
0%- 2%
2%- 3%

in the \$3,000-4,500 range. At the other extreme, the elaborate production commercial that once came in for \$3,000-12,000 is now on sale only at the \$10,000-15,000 counter. And the middle-range spot, which used to be \$5,000-6,000, is \$6,000-7,500 today.

The video-tape commercial, incidentally, generally varies from between \$1,000-5,000 per spot, with the "average" at \$2,000-2,500. Their commercials actually are simpler in their demands than many film commercials, accounting for part of the price differential between ty tape and for

While the cost of the new commercials is up around 15% to 20% over five years ago, there's wide variation in where the added money goes. What's not generally recognized is the fact that the biggest part of added new expense goes into better, more detailed production values. The biggest item that costs more today than it used to is talent; rates are up for initial payments and so's the repayment scale. Processing costs, too, have climbed upwards in the area of 20% to 50% in five years.

The two groups which seem to have benefited least from the price rise are the producer and the agency. At 6% profit, a 20% rise in billing is giving the producer only 1c or 2c more, and figured against the same 20% increase, the agency's 15% commission is costing the client only 3c more; that is to say, of each added dollar now being spent on commercials, film producer and agency together keep less than a nickel.

While it's generally assumed that rises in film production costs will result in added effectiveness, the more elaborate production is also closely linked to the corporate image function of commercials.

There's Leen in recent months a tendency to completely re-evaluate thinking about commercials. It's oceurred to some clients that they're spending twice as much out of the print dollar on advertising production costs than out of the ty dollar. Account men are aware that some halfhour program costs have climbed from \$10,000 to \$50,000 per week, a 25' increase. Research men point out that today's three-network economy inherently divides up the audience more. Marketing executives are concerned over shifting tastes in product consumption and in the flurry of new brands. Each of these factors seems to add up to this: there's more competition today than before, and there'll be even more competition not less -coming in the next five

In today's market the role and importance of the commercial has become the subject of new controversies. Many admen hope that something can be done to roll back connectials cost to former levels. But there's more concern along Madison Avenue over what will happen next year in 1960 than over what dild happen in 1951, five years ago.



Radio will get you in Pittsburgh

 Termite exterminator finds light-hearted radio hokum superior to grim visual portrayals, does record business

How would you like to see a swarm of termites erawling across your tyscreen five nights a week?

The question would be less squeamish and less theoretical if you were in the termine-externinating business or, for that matter, in any business where your actual product portrayal cycles a wine.

Termitol Co, in Pittsburgh is such a company. They had discovered in past years that termites in new-paper ask aren't appealing, and termites on tyslides take on somewhat the characteristics of a trailer for a Shock movie.

Moreover, this drawback is com-

pointed by the fact that termitekilling is a sensonal business. In Pittsburgh, you have to wrap up your major sales between March and June hence you need a dramatic sell in fast doese.

To get that effect—without shocking prospects half to death. Termitol this year decided to emphasize a medium used only as backup for newspapers and ty before; spot radio,

"The main reason for switching to

spot radio," says Termitol president L. L. Crosby, "was our need for a medium that would give us a lighthearted lead-in to a pretty serious business,"

In essence, the Termitol approach was to create a veritable carnival in and around Pittsburgh for the three months of the termite season.

An agency switch in February brought the Termitol topside—president L. L. Crosby, his brother Stanford, Ap., and son William, secrciary into association with Price & Price, Puttsburgh agency headed by two brothers president Harry and ever yp. John.

The job was to find a combination of advertising elements that would



TOO GRIM FOR TV, visual portrayal of termites is nouconfined to "sideshow" (trailer exhibit, above) after radio
circus has made them more palabelle. At work humanizing
termites on the opposite page are [1 to r] actors Bob Trow
and Karl Hardman, Price & Price v.p. Robert Dickey, and
di, Rego Cordic (who created the spots). At right, working out details are [1 to r] KDKA's Zoel Silverman, Dickey,
and Cordic. Radio proved adaptable to light-hearted
more telling than last year's vasal realism in other media
more telling than last year's vasal realism in other media



interact on each other best says Harry Price. This was the strategy:

 Radio, the basic medium, would create a lightbearted, circus-like atmosphere. Fifteen thousand dollars as carmarked tlast year's \$0,000 tv allocation added to last year's \$6,000 radio budget). Nine stations within a 100-mile radius of Pittsburgh were selected. The excitement created on radio was intended to stimulate calls for free inspection and encourage people to see the termites in action after being introduced to them as humorous characters.

 A trailer exhibit provided the termite east of characters. Costing \$15,000 it was tricked out like a circus sideshow (the money coming from last year's direct mail allocation, which was also canceled).

 Newspapers would carry over the circus atmosphere, calling further attention to the trailer exhibit. Rege Cordie, Pittsburgh disk jockcy (KDKA), was turned loose on the commercials. Cordie and his partners (Bob Trow and Karl Hardman) specialize in wildly imaginative commercials (i.k. D.j. spool creates pale stale ale, spoxson, 13 December '59), and this was what was needed for reccognition in a hurry. Termitol felt.

The circus effect was carried through in the spots. Three out of the four commercials actually weave in the trailer exhibit. Each pitches free inspection, the exhibit itself, and ends with the phone number. The situations themselves dramatize the dangers of termites:

(1) While a barker gathers a crowd around the Termitol display, one diehard remains on his front porch, deaf to all warnings about termites until his porch collapses and he accepts the Termitol telephone number.

(2) A flagpole sitter invites a

friend up to see the Termitol display from above. Before he can make it to the top, the termites claim another victim—the flagpole.

(3) A board of directors meeting tries to compete with the caliope and barker outside the window. The conflict winds up with the "board" collapsing literally over "a coupla termites."

(1) Cordie interviews a termite who warns him not to lean too heavily on his desk: "My wife an' the kid- are havin' a snack inside your left rear desk leg." Comes the crashing sound and the Termitol phone number reminder.

Here's how the spots were schednled, beginning with a late-start (30 March) because it didn't warm up so fast as in previous years:

 KDKA, Pittsburgh, Alternate schedules, One week they are heard (Please turn to page 7)

TV SET COUNT—UPDATED

- Nielsen county data for Spring 1959 are 'practical estimates' of tv home saturation
- ▼ Totals show 86% of U.S. households have
 tv sets. Some states range as high as 92%

The television industry got an up-dated picture of set saturation this week as the A. C. Nielsen Co. released Spring 1959 estimates of the number of tv households by counties.

The figures are updated from those of Spring 1936. The latter were put out under the auspices of Nicken—which at that time supplied data gathered for NCS No. 3—and the Advertising Research Foundation. Nielsen clients have had the figures for some weeks.

Unlike last year's county totals, based on field work by both Nielsen and the Census Bureau, the Spring 1959 data are "practical estimates" based on average growth rates for counties of similar characteristics. In listing the data Nielsen applied saturation percentages against total homes figures supplied by Sales Management.

In explaining the method of making the estimates, the research firm said, "Growth in tv ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of tv, county, vo county,"

The Nielsen totals show a U.S. ty saturation figure of 36%, representing 11 million ty households out of a total of 31,350,000 U.S. households. On a state basis, the saturation ranges from a low of 58% in Wyoming to a high of 92% in Connecticut, Massachusetts, Rhode Island, New Jersey and Ohio.

A dozen states registered a 90%-or-above ty household figure. These are primarily in the northeastern sector of the United States.

NIELSEN TV HOME TOTALS BY COUNTIES AS OF SPRING, 1959

TATE & COUNTY	HOUSEHOLOS	PER CENT		STATE & COUNTY	TOTAL HOUSEHOLOS	PER CENT		STATE & COUNTY	HOUSEHOLOS	PER CENT	NUMB
LABAMA	831 700	71	616,560	PURRY PICKENS PIKE RANDOLPH	1 000 5 1000 7 1000 5 5000	62 63 60 64	2 470 2,760 4,270 3,020	D SHA DREW LAPTERNER LRANKLIN	500 500	62 63	3.4 2.2 3.8
ALOWIN ARBOIR	12 900	50 13	9.570 3.320	RUSSELL 81 CLUB	11,000	21	7,850 4,550	LULTON	1,500	37	1,3
TREOF R	3.7%		2,280	SHELBY SLATER	5 760 5 760 5 100		6,520 2,800	GARLAND GRANT	2.200	7.5	11.3
a Thorn	1471		1,980	TALLADEGA TALLAPOOSA	17 Lone 5 South		13,720	GREENE HEMPSTEAD	6 500 5 100	4.13 71	3.
ALBOLN	5 500 21 feet	-3	3,660 19,370	TEST MOUSA	21.500	2.5	19,310	HOW VRD	. 100	6.2	3
HAMBIERS HEROKEI	51 1-300		2,460	WALKER WASHINGTON	3,100	1	12,540	INDEPINITACE IZARD	1 100	50	3
HILTON HOLTAN	1,00		3,980	WILCOX	1.700	1	2,410 2,040	JACKSON JEFFERSON	24 500	71	4.17
LARKE	000		3,200	ARIZONA				TOHNSON LAPAYLTTP	3 500 - 500		2
DEBLENE	700		1,840	APACHE	331,900	81 42	270,070	LAWRENCE	1 000		2
DLB RT	1 000		6 54n 2.250	COCONINO	12.000	- 01 - 10	7,560 4,410	PLYCOTZ	500	0.1	Ī
005 V	, 100 10 , 100		1,480 5,190	GILA	7.700		4,880 1,830	LUGAN RIVER	2 100 3 7 00	1	1
D.NSHAW	3011	19	2,600	GREENLEE	500)		1,940	LONOKI MADISON	2 000 2 000	10	4
ALL STATES	FH 400	**	9,270 3,040	MARICOPA MOHAVE	100	15	147,450	MARION MILLI R	1 200	14	
ALLAS B. KALB	For our		9,370 6,680	5.11.710	71 700		3,740 65,500	MISSISSIPPI MONROD	17 +00	77	13
AIORE CAMBLA	100		4,890	CANTA CRUZ	25 100	1	13,960	MONTGOMERY NEA ADA	2.769	19	
OWAII ATTIL	1911		2,100	2 (2)(7) 2 (2)(7)(2)	1 700	10	3,560 9,760	NI WION OF WHITE	1 to a	56	
SELL	100		3,530 2,930	ARKANSAS				PHICKY	100 1 Nos		
UENI UE	90 [3:10		1,630	MERANSAS	185,800 F 800	69	137.020	PIKE	1.700	267	
NR) R 310N	111	1	1,960	ASHLEA BAATER	100	, ,	3,230 990	POLK POPE	7 000		
CL 05 L 0805			3 340	BUNTON	C 30H		5,980 2,350	PRAIRIL	: 700 5 100	7.2	6
	- 4611		2,160	BRADGIA		740	1,980	RANDOLPH	3 500		
	10		3,710	CALHOLA CARROLA CHICOS	2 1 min		78H 1.740	ST FRANCIS SALINE SCOUT	500	65	
			7,410 5 120	CLARK	1.00		3,350 3,320	SEARCY	101		
W DI 0.007			1,830 3,690 14,890	CPAA	100		3,270 950	SERASTIAN	2 000	1	1.
ARL NGO			3,680	COLUMBIA	411 4 ×40		4,290	STONE:	1 300	10	
VR HALL			3.270 8,160	CONWAY CRAIGHEAD			2.230 9.880	VAN BUREN	1 500	-0	- 11
NIOI -			67,430 2,720	CRAWFORD CRITTINDEN	N10		3,380 9.680	WASHINGTON	9.500		
P PGOALD			39.330	CROSS DALLAS	2 E E E E E E E E E E E E E E E E E E E		3.820 1.860	WOODRUPP	2.600		-

ATE & COUNTY	TOTAL HOUSEHOLOS		USEHOLOS NT NUMBER	STATE & COUNTY	HOUSEHOLOS	PERCE	USEROLOS ET NUMBER	STATE & COUNTY	HOUSE H OF	PER C.	10000
ALIFORNIA				MONTEZUAGE	, Jest		1,740	SEMISORE			
	1,929,000		1168.610	MONTROSE MORGAN			2.820 4.830	SUMMER SUMMER			
PINE	207,500	9/1 6/8	271,040 50	07 KB0			4,839 5,450	SUMANNI TATOR INDX			
	2 1910	6.3	1.990	OLIONY PARIS			400 300	VIIIV			
TTE	25 500	75	20.280	PHILLIPS			630	VOLUSIA WARLELA WALTON			
LI'SA STRA COSTA	7000		2,290	PHTKIN		18	310	WALTON WASHINGTO			
NTRA COSTA	11, 180	\$6.0	100,980	PERBLO			26,980				
DORADO	7,000	6.1	4,820	RIC BLANCO	2 4	12	670	GEORGIA			
ESNO	101,600		89,210	RIO GRANDE ROUTT			1,200		1,011,600		780.9
ENN	1 700 20 800	69	3,250 25,460	SAGPACHE			630 210	ATRINSON	2 1000		17
PERIAL	12 100		13 820	SAN MIGHEL			450		1 -		1.
KN KN	1 Imi 81 700	12	2,150 73,370	SEDEWICK			730	BALDWIN			
Mis	11 000	**	12,340	SUMMIT	£130 19960		230 550	BANKS	1 (96		10
KE	1.700	129	2,840 2,550	WASHINGTON	2 0.0		1,610	BARROW BARTON			6.
SSEN ANGELES	2 0 to 1 oo	51 91	1,866,460	WELD YUMA	21 000	16	19,650	BEN HILL			21
DPRA	11.500	×7	10,020	11 11 1	Ion		1,630	BERRIES			1,0
RIN RIPOSA	11,000	60	36,030	CONNECTIC	JT			BIBO			30
NDOCINO	15 960		10.050		699,900	92	612,330	BRANTLEY			1.
BCED.	25 300 2 600		20,620 1,410	PARETELD	179,700 [89,100	92	165,020	BROOKS			1.0
NO.	7401	1/17	480	HARTPORD LITCHPIELD			31,760	101 Lil cec 11			
	57,000	70	48,660 13,350	NEW HAVEN	22 sm 185,700	92	20,920 170,830	BURKE	101		1
TADA	17.000	174	3,940	NEW LONDON	40 1001	- 11	46.040	CALHOLN			1.
NGE	211 100	91	194,620	TOLLAND	16 200	-	14,820	CAMDEN			- (
CER	3 400		12,490 2,400	WINDHAM	21,410		19,590	CANDLER CARROLL			7
LRSIDE	3 and 91,700	>1	76,800	DELAWARE				()TOOSA			3
RAMENTO BENITO	143,000	33	126.140 3.210		128,700	91	117,290	CHARLTON			1.
BERNARDING	153 100		134,260	KENT	19,000	199	17.620	CHATTABOOL BE			1
DIFCO	251 100	160	253,850 253,850	SUSSEX	21,900	92	77,210 22,460	CHATTOOGA			4
FRANCISCO JOAQUIN	284 300 74 500	45	253,850 64,950					CHUROKEE			4.
LI IS OBISPO	22 100		16,810	DIST. OF COL				CLAY			
TA BARBARA	125 000	91	117,260		241,600	91	219.610	CLINCH			8
TA CLURA	47,500 176 800		156,290	FLORIDA				CORR			24
TA CRUZ	28 100 17 100	22	24,220		1,314,700	80	1,074,160	COPULE COLOR LTT			3.
CH A	Siller		390	ALACHUA BAKER	1,100	100	11,980	COLUMBIA			5.
VIVOL.	21 (10)		3,660	Itav	16.700		12,430	4.00%			1
1N0 0M1	3 900 18 200	20.1	31,250	BRADFORD BREVARD	2+ 210	71	2,250	CRAWFORD			5
MISLAUS	To 700		38.330	BROW VRD	2/2 (000)	- 11	81.840	(RISP			
TER	9,700	:1	6,850				1.070	DODE.			
NITY ARE	7 20n 3 10n	73	2,480	CHARLOTTI CITRES	1.700		1,390	DIGATIB			
ARE LI MNE	11 000	311	37 920	(1,11)	1 (100)		3,480	DLCATUR DUKALR DODGE			
TURA	1 700	-99	2.890 46,450	COLLIER COLL MB1 v	1 606		3 220	DODGE DODG V			2
40	17 200 7,200		12,530	DADE	271 500	10	243.050	DOLGHERTY			12
BA.	7,200)	67	4,820	DADE DE SOTO DIME	2 500		1,400	1001 GLAS EARLA			2 2
LORADO				DLAM	- 34-		107.680	Et HoLs			2
	311,900	81	112.690	DUANE ESCAMBIA	1 7 to 0	-)	36,010	FEBRUAR			
Ms Mos v	19 200	93	17,920	FLAGLIR FRANKLIN		71	990	FEBERT			3
PAHOE	27,700	2.2	24,430	GADSDEN	N 700		4,910	FUNDS			
HULETA	2 400	5.0	350 1,150	GHARRIST	Jake		360	FANNIN			2
T				GLADIS GULF	2.700		1.610	LAYEPTE FEOYD			1.5
LDER FFEE	17 Suo		1,100	HAMILTON	200		1,360	FORSYTH			- 2
TEXNE	1.100	17	1,450 520	HARDEE			1,960	FRANKLIN			113
VR CREEK	1.000	113	680	HEADRY HERNANDO HIGHLANDS			1,090	GILMER			
FILLA	2.500		1.110	HIGHLANDS			3.140	GLASCOCK			
WLEV	1 200	11	610 890	HILLSHOROLGII HOLAIES	311 100	1	100,510	GORDON	11		
TER	100	1-3	250	INDIAN RIVER JACKSON	100		3,270	GRADA			
VER	17 (,000		3,210	JACKSON JEFFERSON			4.780 1,290	GREENE GWINNETT HABERSHAM			1
DRES	5000		260	LAPAYETTE			420	HABERSHAM	1.7		6 2
GLAS LF	1 100		700	LARE			10,130	HALI HANCOUK			10
ERT	1.100		740 690	LEE			8,490 8,440	HARALSON			
PASO	5 2000		29,330	2.1.5.5			1,390	HARRIS			
VIONT PIELD	- 700		3.510 1,600	MADISON			290 1.8±0				2
48	200	7.0	140	MANATER	100		12.950	HEARD HENRY			
ND NISON	- 1 500 1 700	17	740	MARTIN			8.900	HOLSTON HOMEN			
SDALE	[10]	14	750 50	MONROE			2,400	TAULSON			
RFANO KSON	2 110)		1,470	MONROE			3,160	LACIOSON LASPER			
KSON FERSON	29,100	1	400 26,620	OKALOOSA			10,640	OFFI DAVIS			
L'W			380	OKEECHOBEE ORANGE OSCEOLA			900 64 710	TENKINS			
CARSON	2.700	17	1.180	PALM BEACH			3,360 36,730	TENKINS TONES			
PLATA	5 00	-1	1,520 2,710	PAINTBEACH	2.200		56.730	1 131 118			
HMER	15,700		13,450	PASCO PINELLAS	2 144		85,380	LANDER			
COLN	7 700	51	3,930 1,130				41 670	1311038			
1N	0,900		4.510	ST JOHNS			6,700 7,390	LUGURA V			
SA ERAL	15.900	13	11,520 100	ST LUCIE	5 500		5,160				
	200	70 15	10G 890	ST LUCIE SANTA ROSA SARASOTA			3,950	10%			
PPAT	2,666										

STATE & COUNTY	HOUSEHOLDS	PER CENT		STATE & COUNTY	TOTAL HOUSEHOLOS		SEHOLOS I NUMBER	STATE & COUNTY	HOUSEHOLDS		USEHOLDS
LI MPKIN M. DPFPIF MeINTOSH MACON MADISON	1 500 3 800 1,600 3,100 2,500	61 62 61 73	910 2,320 990 1,990 1,820	TREUTLEN TROUP TURNER TWIGGS UNION	1,400 14,500 2,500 1,700 1,700	52 79 35 36 61	730 11.750 1.370 950 1,030	IDAMO JEFFERSON JEROME KOOTENAI LATAH	, 100 2,500 3,600 9,000 7,000	37 80 61 81 67	1,761 2,010 2,320 7,520 4,690
MARION MERIWETHER MILLER MITCHELL MONROE	1 104 5 100 2,900 5,200 2,500	5-1 5-1 5-1 -1 70	900 3,670 1,010 2,640 1,980	UPSON WALKER WALTON WARE WARREN	7 [no 12,000 4,900 9,100 2,000	79 78 73 74 70	4,960 9,320 3,510 6,720 1,400	LEMIH LEWIS LINCOLN MADISON MINIDOKA	1 500 1 200 1 100 2 300 2 300	67 65 81 83	861 804 711 1,861 1,491
MONDGOMERY WORGAN MURRAY WISCOGLE NEWTON	1 600 2,500 2,500 34,800 5,000	7. 72 79 89 83	840 1,800 1,970 39,120 4,260	WASHINGTON WAYNE WEBSTER WHEELER WHITE	3 508 3 500 840 1,400 1,400	56 51 65 51 66	2,510 1,890 520 760 840	NEZ PERCE ONEIDA OWYHEE PAYETTE POWER	7 540 900 1,700 3,700 800	67 61 73 66 65	5.01 58 1.28 2.46 52
OCONEL OGLETHORPF PAULDING PEACH PICKENS	2,500 2,500 2,700 3,700 2,100	13 14 14 14	1,160 1,300 2,330 1,930 1,710	WHITFIELD WILCOX WILKES WILKINSON WORTH	2,000 2,000 2,700 2,200 4,200	64 71 76 75	9,240 1,280 1,920 1,230 2,290	SHOSHOAL TETON TWIN PALES VALLEY WASHINGTON	6,700 700 14 100 1 100 2,700	70 57 62 66	4,69 56 9,44 68 1,79
PH to 1 PIKP POLK PULASKI PUTSAM	2 100 1 500 5,300 2,000 1,000	7.2 95 64 09	1,330 1,300 7,170 1,280 950	IDAHO ADA	181,300 25,900	73	137,360 22,770	ILLINOIS ADAMS	3,010,300 21,200	92	2,760,03 19,42
OLITATAN RABUN RANDOEPH	1 700 2 800	1 1 70 60	1,190 1,680	ADAMS BANNOCK BEAR LAKE BENEWAII	12.70a 1,70a 1,70a	63 63	550 10,110 1,110 1,170	ALEXANDER BOND BOONE BROWN	6,7mm 2,9mm 3,5mm 2,9mm	23 20 20	5,34 3,50 4,57 1,94
RICHMOND ROCKDALE SCHLIA SCHLIAN SKMINOLE	44, 100 2, 200 800 1, 100 1, 500	12 13 14	36,400 1,880 520 2,360 970	BINGHAM BLAINE BOISE BONNER BONNEVILLE	7,200 1,400 1,00 1,300 11,100	41	5,580 890 400 3,500 9,500	BUREAU CARROLL CARROLL CASS CHAMPAIGN	1 s, 400 2 000 6 200 1 000 -3 300	940 947 95 98	12,05 1,77 5,38 3,51 30,01
SPALLDENG CTÉPHENS STEWART SUMTER FALBOR	5 900 5 100 - 100 5 200 1 500	7 m 1-1 1-2 7 m	8,050 3,490 1,350 3,840 1,260	BOUNDARY BUTTE CAMAS CANTON ARIBOT	1,600 800 200 18.200 2,200	41 43 43 71 45	1,290 510 190 13,500 1,440	CHRISTIAN CLARK CLAY CLINTON COLES	12,500 5,500 5,600 6,300 (3,600	NS 71 90	11,07 4,59 4,14 5,66 11,64
FALEATERRO TATTS MAL PAYEOR TELFAIR PERRELL	3,100 2,100 2,600 2,500	71 56 61 71 62	1,920 1,350 1,400 1,800	CASSIA CLARK LEARWATER CISTER ELMORE	21 m 21 m 2 Ino 500 2 700	50 151 100 170	2,520 160 1,530 440 2,180	COOK CRAWFORD CUMBERLAND DE KALB DE WITT	77 200 e 800 2,960 15,960 7 600	92 51 53 92 53	1,455,48 5,69 2,42 14,59 4,77
THOMAS	9 600 6 709 1 200	N2 15	5,940 3,670 2,370	FIGNALIA FREMONT GEM	2 400 2 200 2 100	10 3 10 3 10 7	1,560 1,770 1,600	DOUGLAS DU PAGE EDGAR	700 77 800 7 700	93	4.78 72.03 6.45



Selling the Western New York radio market

	TOTAL	TYHOUS	FHOLDS		TOTAL	TYHOU	SEHOLDS		TOTAL	TVHOLE	FHOLOS
STATE & COUNTY				STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER	STATE & COUNTY	HOUSE HOLDS		
EFFINGUAM	6.100	81	5,570	PEORIA	off conf	42	55.650	0.001088	~ 20m		6.870
FALETTE	7 100	81	5,990	PERRY	6.300		5,330	DEARBORN			7.759
FORD	4 900	35	4.330	PLATE	1.709		4.010	DECAST R			
FRANKLIN	14,100	80	11.410	PINE	4.200	-	6.050	DE NALE			8 1 16
FULTON	15.708	20		COLF	1 600		1,239	DELAWARE			31 340
			14,130								
GALLATIN	2.290	7.1	1,620	PLLASKI	3,740	50	2,950	101 BO18	118849		5 690
GREENE	G (1914	**	5,270	PLPN OI	1.200	* 1	1,010	ELKHART	1 110		27,020
GRUNDY	7.5(6)	91	7,070	RANDOLPH	5.1,000	9.1	7,850	LAA ETTI	5.1911		6.850
HAMILTON	3 5105	7.3	2 570	RICHI AND	5.00		4,360	TLOYD	1. 100		15 160
HANCOCK	5.500	904	7,540	ROCK 18LAND	[4, 4010]	11	43.540	TOLNESIS.	1.10		1.330
II ARDIN	1 1000		1.430	ST CLAIR	7.1 8101	11.	69,060	FRANKLIN			1.040
HENDERSON	2 100	990	2.150	SALINE	Pr. 11861		7,670	PLETON			1.480
HENRY	15 800	62	14.680	84NGAMON	5 n 0m		39,950	GHBRDS	1 100		8.560
IROOU018	10 000	21	8,980	SCHUYLER	2 1000	**	2,630	GRANT	- 1101		21,150
130% SON	12.500	371	10.770	SCOTT	2.100		1,840	GRUENE	116		7.830
JASPER	T Int	N		SHELBY	7 106		6.700	BAMILTON	2 00		
JEFFERSON	11 500	6.1	3,430 9,490	STARK	2 400	9.5	2.030	HANCOUR	> 00		10,240
JERSES	4,800		4 220	STEPHENSON	15 -00	91	14.110	HARRISON	100		
10 DAVIESS	6.500	35		TAZEWELL	27 100	9.1	25, 420	HUNDRICKS			4,570
TO DAVIESS			5,640	1 N10N	5 200	711	4,220		.00		9,600
	2 500	77	1,930					HENRY	5.00		13,890
KANE	C 800	413	49,350	VERMITION	29 700		25,650	HOWARD	20.100		18,560
KANDAREF	23 700	9.2	21,780	WABASH	1.300	241	3,430	HI NTINGTON	71.100		9.480
KENDALL	1.000	0.1	3,630	WARREN	5 200	~(1)	7,340	LYCKSON	00		7.850
ANON	18 700	9.2	17,120	WASHINGTON	1.504	×1	3,800	JASPER	110		4.210
LAKE	71 500	11	70,220	M. 13 ZF	5,000		4,430	1.7.7			6,100
LA SALLE	35,000		29.510	WHITE:	n 500		4 780	HOPFIGRSON			6.120
LAWRENCE	0.100	50	4.870	WHITESIDE	14, 5000		15.630	H-XXINGS	1.700		4 190
LEE	10,200	20	8,760	WILL	19.500		15.600	1011 NSON	1_ 000		10.850
LIVINGSTON	11 300	85	9,630	WILLIAMSON	15.308	81	12,820	KNON.	1 .00		12.350
LOGAN	8 ,00	21	7,720	WINNEBAGO	61,000	710	55,170	KOSCH'SKO	1 100		10 430
Menozorch		10		WeonFoto	2.366	A5	6.170				
APPROVOCCH	9,100	92	8,050	W. C. C. L. L. C. R. D.	1 14000		0,170	LAGRANGE	1 >00		3 750
			18.410	********				1. V K E	11, 040		134 210
MILEAN	28 100	16	24,330	INDIANA				LA PORTE	2" 100		24,880
MACON	36,100	9	32,480		1.101,700	90 1	1,263,990	LAWRENCE	11 00		10,310
MACOUPIN	11 100	5.0	12.690	ADAMS.	6.980	87	5.930	VIAD180 N	18 700		36,010
MADISON	69 560	41	63,320	VIJLEN	70,500	92	65,020	MARION	_08 800		194.290
MARION	13 400	49	11,940	BARTHOLOMEW	11100	160	13.020	MARSHALL	1.5101		8,600
MARSHALL	1.200	51	3,540	BENTON	3.290	18	2.830	MARTIN	1 200		2.680
MASON	5.200	42	4,260	BLACKFORD	1 400	9.2	3,620	MEANI	c I mto		9.090
MASSAC	1.000		4.540	BOONE	9 000	12	8,270	MONROE	1 200		13,870
MENARD	2.700	< 2	2,210	BROWN	1,740		1,430	MONTGOMERY	10.300		9 430
MERCER	5,700	100	5.120	CARROLL.	5.300	1	4.470	MORGAN	10 300		9.730
MONROE	1 100	91	3,990	CARROLL.	12.200	.11	11.130	VENTON	100		3,810
MONTGOMERY	10 200	25	8,700	CLARK	17,200	92	16,400	VENTON	> 600		7,800
								OHIO	1 100		1.020
MORGAN	10.500	47	9,090	CLAY	8,200	*3	6,810				
VIOULTRIE	1.200	35	2,560	CLINTON	10.500	10	9,490	ORANGE	. 100		4,190
OGLE	11,300	85	9,660	CRAWFORD	2 100	53	1.990	OWEN	100	30	3.070

THE TALK OF BUFFALO is WGR Radio's new treab are programming concept it reasures the sound that all around modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, op sports coverage in the area, and think-programs to keep informed people informed, WGR's new concept is winning bigger audiences and greater community acceptance in Western New York.

But this; not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase inerchandising plan in Western New York. Qualified thrireen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 ASP and Nu-Way upper markers.

WGR's mobile "Studio 55" broadcasts from different high-traffic super market locations every week...another sales extra when you advertise on Buffalo's first station.

For more information about merchandising and fresh-air availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

NBC · 550 KC · BUFFALO

Topeka has 1 TV Station **WIBW-TV** is it



That's Why NOBODY FROM NOWHERE Can Saturate TOPEKA

like

WIBW-TV SATURATES TOPEKA



ALL DAY-ANY DAY

survey-proved WIBW-TV tops all competition!

- . WIBW-TV is the ONLY station in Tonoka-the 2nd largest market in
- . Serves 38 rich rural and urban counties (Telepulse) with 349,300 set count;

Share of Audience In Arca (Telepulse) 7 45 o.m. 12 N -6 p.m.--Mid _12 N 6:00 p.m 51.1%

FRIMENT GREENE

GRI NOV GUTHRIE HAMILTON

MITTERITAL

50.3% In Topeka (Nov. '58 ARB) 33.9°% 42.5% 38.0%

57 0%

- · From sign-on to sign-off WIBW-TV has practically TWICE the audience of either the second or third station that can be seen in metropolitan Topoka; (Nov. '58 ARB).
- . In the top 15 Once-A-Week Shows, WIBW-TV had an average rating of

WIBW-TV CBS - NBC - ABC

Channel 13 Topeka, Kansas Represented by

Avery-Knodel, Inc.

171

	TOTAL	TVHOUS			TOTAL		EHOLOS
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMB
PARKE	1,740	100	4.070	MONTGOMERA	5.100	91	4,6
SRR(C)	200	52	4,270	MUSCATINE	10,500	97	10,1
TKE	1.500	NI	3,660	OBRIEN	5,5889	510	4.7
ORTER	15.509	93	14,420	OSCEOLA	2.3000	20	2.3
P081-Y	5.870	**	5.130	PAGE	7,100	93	6.8
TLASKI	. 100	**	3,330	PALO ALTO	i 199	117	2.7
J. L.V. 171	7.800	*4	6.480	PLYMOLLIE	11,500	912	6.3
RANDOLPH	9.500	(9)	8,530	POCAHONTAS	1,200	2.1	2.1
RIPLEY	6., .00	>3	5.710	POLK	\$5,990 23,000	100	82,4
R.SH	6 100	49	5.680	POTTAWATTAMII		95	21,
T JOSEPH	7.2 500	3.2	66.370	POWESHINK	- 700	78	4.
4.41'[']"	1.700	50	4,220	RINGGOLD	2,7100	7.0	2,
-BELBY	10.760	91	9,750	8.40	5,200	29	4.
SPENCER	1,100	<]	3,570	SCOTT	200	10.7	35.
TARKE	5 (101)	**	5.170	SHELBY	4.2000		4.
STELL BEN	4 1990	*8	4.420	SHOU A	11 (5)111	92	6.3
STILLIVAN	h 780	No	5,740	STORY	1.1,900	9.5	13.
WITZERLAND	2.260	903	2,040	TAMA	6.500	3/1	5.
IPPECANO5	25,190	57	21.910	TAYLOR	1,700	79	2.
TPTON	5, pain	46	4.580	1'N10N	5,1110		4.
NION	1.700	**	1,500	VAN BUREN	. 100	343	2,
ANDERBI RGH	or 100	**	49.470	W APELLO	16,500	40	13.
CERMITATION	5.700	8.7	4,940	WARREN	7 It10)	769	4.
100	(,54.0	+2	31.870	WASHINGTON	(1023	*3	5.
VARASH	21,17940	52	8,140	WALES.	5 1400	7.2	2.
VARREN	2 400		2,270	WEBSTER	11 10H	999	13.
VARREON	7.500	51	6,100	WINNEBAGO	3,700	42	3.
ASHINGTON	5 5000	35	4.490	WINNESHIEL	0,390	71	4.
KAYNE	23,400	×9	20,820	WOODBI RY	15,5000	560	34,
VELLS	6.500	57	5,490	WORTH	140	51	2.
A HELE	n 1894	3.1	5 150	WRIGHT	1. 3600	17	5,
VHITLEY	6.700	9.8	6.080				
				KANSAS			
IOW A					678,100	81	3 19,6
OHA			753.910	ALLEN	5.100	71	3.3
	813,200	89		ANDERSON	3.100	61	1
ADAIR	3,600	7.6	2.790	ATCHISON	4. 1000	57	5.
DAMS	2,300	78	1,790	BARDER	2,500	75	2.
ALLAMAKEE	1,100	7.1	3,260	BARTON	10. son	9.3	10.
APPANOOSE	5,000	73	4,300	BOULDINGS	6,000	7.6	4.
AUDUBON	3 [10]		3,190	BUONS	1,500	78	3.
BENTON	. 1999	94	6,560	BUTLER	12 500	83	10.
HACK HAWK	7.200	1145	35,530	CHASE	1.00	7.1	10,
5005E	- 400	91	7,060	CHAUTAUQUA	2 100	63	- 1.
HEMER	. 700	46	4,900		7 500	73	5
BUCHANAN	ricd	(0)	5,730	CHEROKEI			5.
TEST VISTA	7.200	7.9	5,650	CHEYENNE	1 ,00		
II TLER	200	*5	4,410	. 117			
ALHOLN	. 100	76	3,890	(Please	turn to p	page 50)
ARROLL	6.500	92	5.980				
188	6,100	113	5,700				
EDIAR	. 410	9-6	5 300	- The state of the		-	-
ERRO GORDO	Dr. Sallil	95	15.810	0 1			
HEROKEE	5.700	93	4,810	Une h	undre	ea.	
HICK AS AW	1,300	7.8	3.340				9
LARKE	1,000	116	1,990	elever	*		8
	1 100	71	4,510	erever	T		8
LAY	i 100	71	4,510		_		
1.1/1/10/	17,600	97	17,020	natio	าดไ		
LINTON	5 300	97	4,970	1140101	Ten		
RAWLORD	7 100	91	6,730				
ALLAS			2.240	and			
CAVES	2.800	50	2,240				
GCATER	1,000	71	4,690	region	1		
DELAW ARI							

Please turn to page 56) ne hundred even* tional regional spot

advertisers know

2,950

4.930

9.738

5,110 4,290 5,370

39.420 2.640 2.190

3.360

Terre Haute is not covered effectively by outside

*Basis: 1958



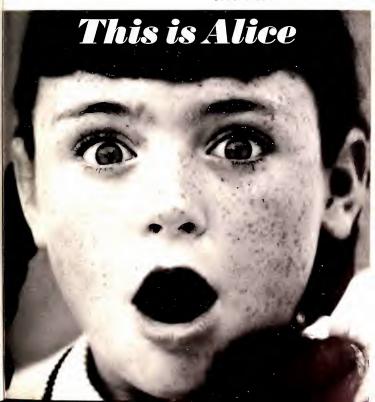
Represented Nationally by Bolling Co., Los Angeles - San Francisco - Boston - New York - Chicago - Dallas Hits home? Available now, for the first time off-network, "This is Alice" brings you 13 fresh new first run enisodes teamed with 26 first-run, off-network half-hours. They're

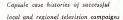
Alice" brings you 13 fresh new first run episodes teamed with 26 first-run, off-network half-hours. They're all designed to hit homes with all-family appeal . . . and all come to you complete with built-in local sales ability. Angel and pixic, this engaging little minor has major appeal and absolutely no rating inhibitions. FOR EXAMPLE, IN THE HIGHLA COMPETITIVE SEVEN STATION LOS ANGELES MARKET, "ALICE" EXTED[®] FIRST IN THE TIME PERIOD WITH A 22.6 AUDIENCE SHARE, IN PROVIDENCE, "THIS IS ALICE" SCORED A 26.5 EXTING 55.3 SHARE; CINCINNATI, 21.7 AND 41.8 SHARE, IT HAPPENED AGAIN AND AGAIN, MARKET AFTER MARKET!

And now the dynamic selling force behind this vivacious little star is available for every local spousor seeking network quality programming that hits home with everybody in the family, everywhere! For details contact:

Adiation of National Telefin Associates, Inc., 10 Columbus Circle, N.Y. 19, N.Y. 11 dison 27300

NTA PROCESAN SALES







FOOD PRODUCTS

SPONSOR: Continental Baking Co. AGENCY: Tol Bates & Co. Capsula case history: The Omaha branch of Wonder Bread has been successfully using KETV, Omaha, for quite some time. Ross Girrantono, sales manager for the territory. has used a most unusual sales building gimmick of any baking firm. Each Tuesday at 9:30 p.m. Girrantono has been running what is known to Omaha as "Salesman's Pledge," which is a live commercial done each week by a different local route salesman, Any of the salesmen appearing on KETV must in some way have improved his route to earn the privilege. Each one is assigned a number of jobs to be done on his route in the way of improving his displays in stores, gaining more display space, securing non-stops, etc. The salesman who performs the assignments best appears and recites the Wonder Bread Fresh Bread Pledge, "This promotion has really given us maximum results for the Omaha area," stated Ross Girrantono, sales manager for the Wonder Bread Co, "KETV gives us the kind of exposure we need,"

KETV, Omoha Announcements & Programs

CANDY & CONFECTIONS

SPONSOR: Fenn Bros., Inc. AGENCY: Campbell-Mithun Capsule case history: "There is no question in our minds of the tremendons impact of tv on the consumer to introduce; to promote increased volume; and to sustain volume on an item," stated H. R. Scheid, president of Fenn Bros., Inc., makers of Butter Brickle, Royal Brazils, Wahut Crush and Big Bogie candy, Butter Brickle used television to crack two new markets - Boston and Chicago: and later to increase volume in Los Angeles. Fenn and the Campbell-Mithun agency were convinced television could best introduce Butter Brickle in Boston, Mr. Scheid cited three advantages of ty: Speed (tv would reach more people in less time). Etheiency tty's reach would offer the lowest possible costs) and Impact (ty's sight-sound-motion would be the most forceful salesman to distributors and to consumers). The ty ulan in Boston meshed co-sponsorship of half-hour syndicated films with flights of 20-second spots over 26 weeks, "Results in Boston on WNACTV were most impressive," remarked Mr. Scheid, WALCON Sponsorships & Appouncements

NEW TIRES

SPONSOR: Economy Auto Stores AGENCY: Direct Capsule case history: After testing a variety of small television campaigns, Earl E. Tennyson, Jr., mgr. of Chattanooga's Economy Anto Store, lannched a heavy saturation campaign on WRGP-TV. From the sixth largest seller of new tires last year in the Economy chain, Tennyson's sales have risen so meteorically that he is now the largest seller of tires in the company's chain of 21 outlets. Store volume is currently 22 to 23% ahead of last year. Three years ago, the store's sales were lowest of the entire chain. This store is the only one in the chain using ty. Tennyson buys heavy saturation waves of 24 announcements (75% LDs. 25% minutes) starting on Wednesday and running through late Friday evening. The bulk of his spots are in early morning and evening time periods, preferably around news and adult westerns for a large male audience. Tennyson now budgets 75% of his funds for tv. "Tv is dynamite," he reported. "It is the best-pulling medium for tires I've ever used."

WRGP-TV, Chattanooga Announcements

DETERGENTS

SPONSOR · Trend Determents AGENCY: FC&B Capsule case history: Two independent research organizations recently reported to the delight of Trend Detergents that both their liquid and dry detergents had made outstanding advances since they began advertising on WOR-TV. New York. Trend has been running a medinm-sized spot schedule for the past few months supplementing it with other local media. As always in a market the size of New York it is months before actual sales results are felt, however in less than three months Trend reported that for the two-month period, October-November, 1958, Liquid Trend more than doubled its share of the market over the previous two-month period and Dry Trend moved into the number one position in the light-duty, dry-detergent category—surpassing both of its major competitors. "We are now in the planning stage for resumption of advertising activity in New York and WOR-TV will be appermost in our plans when the schedule is formulated," the advertiser's agency wrote the station.

WOR-TV, New York Announcements

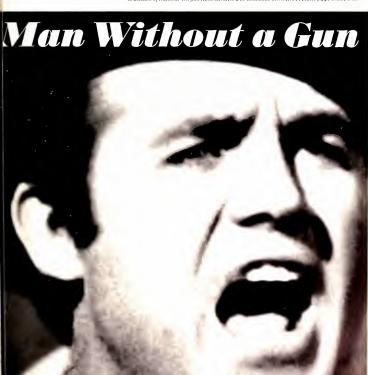
It's available now, for the first time, first rmi off-network. In 26 all new first rmi adventures and 26 hard-hitting, fast moving half-hours, "Man Without a Gnn" who fights the story of a dynamic frontier newspaper editor. It stars Rex Reason as the "Man Without a Gnn" who fights for i free press and a free people in early days of the west. While the editor carries no gnn, he pulls no punches!

MAN WITHOUT A GUN HIT HARD IN THE TOUGH PHILADELPHIA MARKET WITH A 23.1 RATING", 52.0 SHARE...

HT 21.2 IS COLUMBUS, OHIO WITH A 46.2 AUDIEVER SHARE... AND HIT HARD IN OTHER MAJOR MARKETS, TOO.

Meet the maximum in all-action, all-adventure western drama. Meet the man who builds and multiplies your ocal audience. Meet "Man Without a Gnn!" For details contact: NTA PROGRAM SALES

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., IU dron 2.7300



The **TOP**



skipped a beat in his Pulse

But it won't happen againt With top ratings for 355 quarter hours in the week, we shame-facedly admit that we missed one segment, Monday through Friday by 0.2% — according to the March, 1959 Pulse.



For more information for a gold mine of sales results on KONO . . . call your nearest

KATZ AGENCY

Representative



Jack Poth, Manager P O Box 2338 National and regional buys in work now or recently completed



SPOT DIVS

RADIO BUYS

Bristol-Myers, Guove Laboratories Div., St. Louis, is placing schedules in major markets for its Ammens powder. The 15-week campaign starts the third week in May. Minutes during daytime slots are being slotted; frequencies depend upon the market. The buyer is Bob Widtholm; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

The American Tobacco Co., New York, is entering various markets with schedules for its Half & Half Tobacco. The announcements start the last week in Way for a four-week run. Minute announcements during traffic hours are being need: frequencies vary from market to market. The larger is Fred Spruytenburg: the agency is Sullivan, Stanffer, Colwell & Bayles, Inc., New York.

TV BUYS

5 Day Laboratories, Div. of Associated Products. New York, is kicking off a campaign in top markets for its 5 Day deodorant. The cightwacek schedules start the last week in May. Minute, 20- and 10-second announcements are being placed: frequencies vary from market to market. The buyer is Ken Allen; the agency is Grey Advertising Agency, Inc., New York.

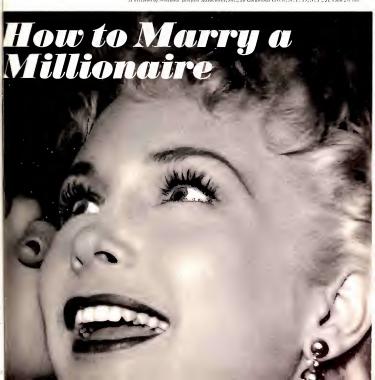
The Procter & Gamble Co., Cincinnati, is going into various markets with schedules to test a premium offer for its Daz detergent. The schedules start the third week in May; minute amouncements during both daytime and nightime segments are being used. Frequencies depend upon the market. The buyer is Bob Liddel; the agency is Compton Advertising, Inc., New York.

Lever Bros. Co., Lipton Dix., Hoboken, N. J., is initiating a new campaign in top markets for its Instant Tea. Start dates are staggered through late May and June for about six weeks. Mimute and 20-second announcements are being scheduled, with frequencies varying. The Inyer is Lorraine Ruggiero: the agency is Young & Rubicam, Inc., New York.

RADIO-TV BUYS

The Texas Co., New York, is placing a new schedule in both radiiand tv in top markets for its Texaco gasolines and oils. The fourweek run begins the first week in June. In tv. chainbreaks and LD.'s during nighttime segments are being purchased: in radio, minute announcement during traffic and nighttime slots. Frequencies vary, The bayer is Bill Santoni; the agency is Canningham & Walsh, Inc., New York. irst-rnn, off-network half-hours, produced by 20th Century-Fox with the same lavish backgrounds. Adapted rom the best-selling novel by Doris Lilly and andience winning motion picture, the pre-accepted adventures of three millionaire-happy gals hits the entertainment and rating jackpot again and again all over the country. HEY HIT THE RICH HARTFORD-NEW HAVEN MARKET WITH A 17.0 RATING.* 41.2 AUDIENCE SHARE — GRAND rapids, 23.1 rating and 57.0 share—mobile, 27.7 rating, 52.2 share, everywhere you look, they rate! or the full track record and all the details on the ways "How to Marry a Millionaire" hits the jackpot with big udiences and punched-up local sales in your market, contact: NTA PROGRAM SALES

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N. Y. 19, N. Y., JUdson 2-7300



What type of local programing do agencies often overlook in their

Agencies and advertisers are not aware of the sales impact of many local programs, is the consensus of what stations told SPONSOR

Kitty Broman, director of women's activities, WWLP, Springfield, Mass.

Sometimes I feel that agency "market research" is a myth. Certainly many agencies overlook one of the



most important and affluent audience segments in a community when they bypass the local women's program in any market.

Strange as it may seem, this agency weakness shows up unindy in national accounts. The local advertisers in most markets learned a long time ago the power of the distaff members of the family and selected their programs accordingly. But the big national advertiser, through its agency, still clings to that obl-fashioned idea that the woman of the house doesn't have much to say about where the family budget goes.

How wrong can you get? Year after year statistics show with increasing impact the fact that women control the greatest share of our nation's wealth and in many cases have the only say in where the family lundget is spent and on what.

I would suggest that some of these speedy people send their researchers out to the shopping centers on any given I tiday or Saturday and see just how many men are spending the family budget. They "saturate" the high-tarded, high-budgeted shows looking for that "mane-sized" andience and neglect the little woman who saws I'll take this and this and this," in-lading o'igarettes, toold paste, de-

tergents, shaving lotion and other "manly" items.

Many agencies overlook the fact that women's programs, or home makers' program, develop a local audience that is extremely loyal and that when the homenuker, who has developed a following in a community recommends a product you can bet that product is going to get a hoost when the little lady goes shopping.

They overlook the fact that the personality on the homemakers' program has developed what amounts to a friendship with the viewer. And they also overlook the important fact that when a viewer buys a product recommended by a homemaker the product has itself a repeat customer.

Also because woman is by nature a social ceature, a woman personality doing a homemaking show can out-merchandise the male. Women love to make personal appearances, go to parties, speak out at huncheomand socials and, when they do, they don't mind plugging their sponsor's product a bit.

On my program over WWLP we have had comuless "success" stories on sales from brief mentions of a product and strangely enough, many of the sales were to men who "just happened to catch the show" at lunch.

Some one once said a long time ago. "Never underestimate the power of a woman." I think that agencies might pay closer attention to a modern version of that "Never underestimate the *buying* power of a woman" and apply it to their planning in the future.

James R. Agostino, v.p. & gen. mgr., KAL) & KALY-TV, Spokane, Wash.

Local programs, some of the best buys in television, are often by-passed by national timebuyers with huge budgets.

Obviously, ty stations do not carry local programs to lose money. Stations schedule them only because there is a demand from local advertisers. These advertisers, the toughest timebuyers in the world, rely heavily on local programs to carry the bulk of their advertising effort. And the programs have to be good or these merchants don't buy.

Some of the local features often overlooked nationally are news programs, sports programs and local sports features. In addition, afternoon women's shows have always been standard, sold-out fare offered up by the local program departments. Occasionally a top entertainment figure appears on the local ty scene and quickly becomes a must buy for discerning timebuvers. One such character is currently starring in his own show on KXLY-TV. This five-timesa-week half-hour strip called The Cliff Carl Show currently has the "novacancy" sign up. This is a good example of what we are talking about: the local merchant getting aboard a good thing while the national timebuyer misses a good bet.

Feature-length movies in both afternoon and late night periods are another example of local programing often featuring outstanding emceepersonalities. Local timebuyers are keeping the cash register ringing with shrewd use of these movies.



Programs with local personalities

To sum up, ratings tell only half a story and that not too well. The rest of the story is found in local features, local programs and local personalities.

Robert Z. Morrison, sls. mgr., WKBT, La Crosse, Wis.

Within the past nine months WKBT has noticed a new interest on the part of regional and national advertisers, directly and through their agencies, in locally produced service shows. By this, 1 refer to our nightly news,

buying?

weather, sports and farm programs.

During our first four years of op-

Ourning our first four years of operation we seldom had a national or regional spousor for these shows. But this was not a big problem because our local La Crosse merchants found



Weather, sports and farm shows

them to be their best tv vehicle. They liked having local station people selling their products and services and they liked local live demonstrations.

At least half of our present service shows are sponsored by the same advertisers since WKBT began telecasting on August 1, 1954. There is only one conclusion: These shows sell goods and services immediately and constantly: otherwise, sponsorships wouldn't be almost five years old.

Last fall several different types of national advertisers began to buy into our news, weather and farm shows. Blatz is nearing the end of its second full year of sponsoring six sports shows a week, and is easily the oldest of this type of tv user with us. Starting last year we sold service shows to Standard Oil, Ripon Foods, and Page Paper Division of Ft. Howard Paper Co. This year to date we have made similar sales to Equitable Assurance Society, American Dairy Assn. Association of Independent Insurance Agents, Pifer Co., and to Scaltest.

It appears now that we will continue to have a good representation of leading national advertisers as sponsors of news, weather, sports and farm programs. It's been a long time since we've had an unsponsored news, weather or sports program on WKBT— —this is the best indication 1 know that this tyne of sponsorship on our station is selling for the advertisers.

(Please turn to page 89)

Who gets the top drawer in a spot bureau?



Delighted to note new interest in an organization to unify telling of spot radio's story.

Adam Young

The bureau now selling radio wholesale obviously can't major in spot. To all intents, advertisers are getting only P₂ points of view, if that many, Radio comes in, sell radio. Then networks come in, sell their "economy," "efficiency," "prestige."

Which single voice tells them spot is more efficient, more flexible, skips no needed markets, buys no excess ones, affords the best a market offers, not what a network happens to have?

Who points out that spot is so much more rewarding in product sales, that it's well worth the extra time and trouble involved?

For several years, we have been active in this work, to an extent far beyond the call of duly for one company. We've spent many dollars and many dollars worth of time sponsoring research projects and publicizing their findings. Examples: Continuing analysis of audience leadership by type of station role of power; audience composition; accurate measurement of out-of-home listening. Right now we're embarked on a pioneering "Advertiser Adventiser and Project, to determine size and shape of audience-measurement areas considered vital by advertisers.

(We'll share this information with any advertiser, agency or radio station.)

We're advertised our findings; spoken about them at conventions; reviewed them with editors; distributed printed reports. We've become in effect a burean for spot radio, albeit the most efficient kind of spot radio.

What is the most efficient kind? Our studies repeatedly show modern radio stations to be more efficient than old line network affiliates in virtually every market.

So the effort has been under tray. Frankly, we welcome company—nameby all modern, well-managed, efficient radio stations who benefit from this work. Call it "spot bureau," or "modern radio bureau?" No matter; Just so advertisers are told today's spot story, so that when they buy, they buy on modern, objective, factual bases. When they do, they won't be disappointed: they'll be good, fast friends of spot radio.

Any comment? Want to take part? Whether you are represented by Adam Young Inc. or not, let's discuss how you can help. Give me a call, or drop me a note.

ADAM YOUNG INC.

Representing all that's modern and most efficient in radio today NEW YORK (3 E. 54TH ST.) • ATLANTA • CHICAGO • DETROIT LOS ANGELES • ST. LOUIS • SAN FRANCISO.

	TOTAL	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS		SEHOLDS T NUMBER	and the same of th	HOUSEHOLDS		T NUMBER
CLARK CLAY	3,600	21 01	700 2.310	MIAMI MITCHIAL	6. 200	511	4,950	JEPPERSON JESSAMINE	177 200		163.59
LOUD	1.500	11	2,310	MONTGOMERA	2.700	7.5	1,560	JUINSON	3 500	63	2.19
OFLEA	., 600	t.	1,680	MORRIS	2 100	7.1	1,780	KENTON	11,740	95	39,49
OMANCHE OWLEY	1,000	76	760	MORTON	1,000	Dit	400	KNOTT	3.710	19	1.83
LAW FORD	12.500	79	9,910	NEMATEA NEOSHO	1,500	75	4,770	LARI I	6 30H 2 30H	50	3.29
PUNTUR	7 7900	59	1.170	NE no	1.799		900	TAPREL	6,500	11	2.66
ICKINSON ONIPHAN	7 75806	N7	4,260 2,870	NORTON 08 AGE	2,740		1,570	LAWRENCE LEE	3,100	7.1	2,2(
HOLLAS	To Take	74-	7,830	OSBORNI		×2	3,590	LESUIE	3, 200		1,34
DWARDS	1, 500	*1	1,450	OTTAWA	2.399	62	1.420	LETCHER	-,500	17	3,58
LIA LILIS	1 500	63	1,130	PANNEE	2,8100	50	2,250	LEWIS LINCOLN	3,000	1,2	1.85
LLSWORTH	2 .102	67	3,860 1,680	PHILLIPS POTTAWATOMIE	3,700	62	2,110	LIVINGSTON	1,300	57 54	2.45
INNEA	1 2010		2.440	PRAM	5 794549	7.1	2,930	LOG VN	5,680	59	3.87
IRD LANKLIN	- 1043	0-1	4.060	RAWLINS	1,500	11	660	LYON	1.500	5.3	82
CARY	7 293	*2	5,390	RENO	7.500	91	18,620 2,250	Mot RACK AND Mot REARY	2,300	63 51	12,27
PA E	1,000		530	RH L	1,600	79	3,640	McLEAN	2,580	53	1,38
CVIIVI	1 400		750	RHLEY	5 400	10.0	4,160	MADISON	9.200	52	4,80
CANT	1 200	19	680 780	ROOKS BUSH	3 000	62 73	1,870	MAGOUVEN	3,900	50 72	1.10
RELIGIES	600	15	280	RI SSELL	1.800		2,760	MARSHALI	5,1110	59	3.02
RENWOOD	. 200		2,760	SALINE	13.560	77	10,430	MARTIN	1.800	12	1,29
AHI TON RPER	- 0.10	10	120	SCOTI	1 .00	52	680	ALASON ALEADE	5.100	82	4,45
BVEY	5000	51	6.380	SEIGN ICK SEWARD	110 200	91	103.350	MEADE MENH FF	2,000	11	1.54
VSIVELL.	\$100	19	340	SHAWNIE	13 300	113	40,770	MERCER	1.000	1/3	2,51
DIGIALAN	5000	81)	720	SHERIDAN	1 100		630	METCALIL	2,300		1,28
CK80N PUFRSON	300	12	2.570	SHERMAN	1 500	16	820	MONTGOMERY	3,100	55 52	1.71
WELL	2 5000		1.450	STAFFORD	2,508	5.0	1,610	MORGAN	2,500	17	1.17
HNSON	11, 400	45	39,610	STANTON	1995	In	240	MUHLENBERG	5,400	61	4,51
NOMAN	400	10	440 2,470	STEVENS	1 200	10	480	NELSON VICTORAS	1,980	90	1,37
DWA	1 (100)		1.050	SI MNER THOMAS	2.200	14	6.730 970	OHIO AS	5,160	55	2.41
BUZUTE	1 2040	16	6,170	TREGO	1,500	7.1	810	OLDHAM	3.100	1.5	2.33
AVENWORTH	9-00 11: -00		10,750	WARAUNSEE	2 200	1/6	1,450	OWEN	2,1500	73 11	1.89
COLS	1200		1,290	WALLACE	700	16	2.310	PENDLETON	5 000	52	2,46
11	u. N00	>0	2,240	WITCHITA	7.00		310	PERRY	5.100	56	4,54
GAN ON	1 100	11	480	WH 80N	1.700	13	3.450	PIKE POWELI	14,100	4.7	10.82
PHERSON	7 00	7.1	5,190	WOODSON	2 (90)	95	1,290 58,500	PULASKI	9,100	13	4,99
RION	. 040		3.710				36,300	ROBLETSON	5099	- 62	41
RSHALL	5 200		S. 220	KENTUCKY				ROCKCASTLE	2,700	11	1.11
ADE	1 500	0.1	1.030	KENTOCKT	821.000	7.4	603,010	RUSSELL	2,500	62 77	1.54
				ADAIR	3.500	160	2,290	80077	3 800	7.3	2,78
	-	-		ANDERSON	* *(11)	5.4	1,960	SHELBY	. 118310		3.74
1	6		1	BALLARD	2 100	12	1.720	SIMPSON SPENCER	1 700	100 510	1,35
, 	4.)		1000	BARREN	8 200		4.750	TAYLOR	3 900	60	2,96
> (9/	10		1000	BAHI	2,500	51	1,280	TODD	. 200	1.9	2,21
٠ 👽	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		-	BOONE	6 990	16.2 829	5.160	TRIGG	. 100	56	1,17
T and	7/		100	BO! RBON	1,200	4,5	3.190	TRIMBLE UNION	1.000	53	1.05
Just 1	1 (1)			BOYD	14,800	92	13,650	WARREN	12 700	0.7	8,48
				BOYLL	1 200	11.	3,450	WASHINGTON	2 5000	72	2,08
$\Lambda \cdot \Lambda$				BRACKEN BRE VEHIEF	2.200	20	1,810	WEBSTER	3.500	12	1.59 2.38
	100			BRECKINBIDGE	. 2010	.7	2,920	WHITTEY	5.600		3.41
	100	100		BULLITT	1.500	101	4.050	WOLFE	1.500		70
7	•			BLTLLR CALDWELL	3 500	Pt	1,210	# 001d 0RD	: 100	13	2.27
BU				CALDWELL	3 500	15	3.210				
.,	V I I		1	CAMPBELL	US 900	14.5	26,830	LOUISIANA			
KIII				CARLISLE	1 7000	*1	1.010		855,590	7.7	661,600
uu I		T U		CARROLL	1.700		2.230	ACADIA MALES	13,100	63	8.31
_				CASEY	3,60%		2,050	ASI ENSION	6 (0)0		3.98
				CHRISTIAN	5.100		6,870	ASSI AIPTION	3 (6)4	65	2,35 6,79
RATINGS.	2			CLAY	1 100	+3	1,840	WOYELDES	10 500	10.5	3,65
				CLINTON	2 10100		870	BIEAU REGARD	1 200	61	2.57
COVERAG				CRITTLINDEN	* 7100	>0	1,340	BOSSIFR	11 200		8,860
COTERAG	• • • • •			CUMBERLAND DAVIESS	1.500		1,380	CADDO CALCASIBI	42 100 3 800	55	53.014 29.25
COST PER	THOU	OLA A D	•	RIMONSON	1 *00		950	CALDACELL	7,7th		1,77
COSI FER	INUU:	JANU.	?	RUDDOTT	1.510		980	CAMERON	1.200		771
T4 O'	,			ESTILL PAYETTE	1500		1,400	CATAHOLLA	2.700	14	1,65
Then Chec	CK			PAYETTE	700		23,610	CLATRORAG	500	141	3.67
AVV		477	The Control of the Co	PLOYD	1.500		7,420	DE SOTO	1410		4.07
A PM	-	Mar A	FA	URANKLIN	8, 101	-3	6,070	LAST BATON ROLE	16 en 100	51	55,350
CHANNEL	KIBS	CHIDENES	NORT A	FULTON GALLATIN	1 100		1,770	FAST CARROLL FAST FELICIANA	100	-07	2,540
CHANNEL Z	ختنيد	SHKEVER	′UKI 🐗	GARRARD	3 200		1,690	LVANGLLINE	2,000	6.2	5,510
3											



GARRARD FRANT GRAVE'S GREEN GREEN GREEN

in America's 71st TV market

Your PETRY man will fill in details
BC F. Newton Wray NBC ABC Pres. & Gen. Mgr.

4,870 2,240 8,350 4,210 2,450 43,190 5 150 13,540 9,230 2,560

4,410 3,790 2,880 6,370 6,110

JEFLERSON JEFLERSON DAVIS LAPAYETTE LAPOURCHI LA SALLE

LEANGLES CRANT IBERTA IBERATE F LACKSON



RUSHIN' ROULETTE FOR ADVERTISING MANAGERS

The game is fun to play. It quickens the pulse (or do we mean Trendex) like any other form of gambling. But if you're looking for more of a sure thing, magazines are a pretty good bet. With your chips on The Saturday Evening Post, for example, you're sure of the circulation, market by market, week by week. You're sure of your audience and its quality. You're

sure of audience responsiveness. And in the Post you're sure that 29 million times each issue, someone turns to your ad page. Repeat Ad Page Exposure costs you not an extra cent.)

So before you start to play, make sure your carfare home is in a safe place. Safe, but—as many an adman will tell you—a mighty exciting place, too!

A CURT S MAGAZINE



TV SET COUNT (Cont'd from page 56)

	TOTAL	TV HOUS			TOTAL		SEHOLDS
TATE & COUNTY H	HOUSTHOLDS	PER CENY	NUMBER	STATE & COUNTY	HOUSEHOLOS	PER CENT	NUMBER
RLEANS	195,600	5.7	169,660	MARYLAND			
UVUIDTA	25 800	79	20.320		845,900	89	718,920
TOUR I MINES	*011	52	3.020	ALLEGANY	27,200	7.5	20.33
HNTP COUPER	- 200	140	3.100	ANNE ARTNDEL	47,300	93	42.81
APIDES.	30.500	7.7	23.350	BALTIMORE	412,000	100	370.35
ED RIVER		7.0	1.810	CALVERT	3 1410	30	3,06
CHLAND	6 (0)	77	4.870	CAROLINE	5:500	85	4.89
RINE	5.100		2.910				
BLRNARD	> 1000	* .	6.870	CARROLL,	11 100	91	13.07
CHARLES	2 00	7.6	2,570	CECIL	II,900	87	10,39
		711	1.420	CHARLES	7,100	47	6,04
	101			DORCHESTER	8,200	26%	7,04
JAMES JOHN BAPTIST		311	2,500	PREDERICK	1 - 400	30.6	16,13
		76	2,650	GARRETT	1.700	+1	2.89
LANDRY	20 800		13,670	HARFORD	15 700	549	16.61
MARTIN	6 [00		3.670	Howard	7.700	87	6.68
VEARA	Fro. 14119		7,330	KENT	1.460	57	3.83
TAMMANA	× 11.0		6.360	MONTGOMERY	AN 11000	92	80,72
(NGIPAHOA	Le- 1910	81	13,690				86.34
4147	1.200		2,140	PRINCE GEORGES		91	
RRFBONNE	12500		10,510	QUEEN ANNES	1,,100	87	3.74
CHI	1.710		3.010	81 MARYS	4, 400	85	7.46
RMILION	10.200		6.360	SOME RISET	5,700	7.5	3,33
RNON	to 2000		3.540	TALBOT	1. 300	30)	5.24
ASHINGTON	11.300		9.100	WASHINGTON	25, stro	200	21.09
LISTUR	10.400		7.930	WICOXIICO	14,4400	No. 1	12.57
				WORCESTER	7,100	35	4,31
IIST BATON ROLE			1,980				
LST CARROLL	64901		2,780	MASSACHUSE	TTS		
EST LITERLIANA	1 660	>40	960	MA35A 611 652	1.155 600	92	1.339.77
177	1.300	> %	2,920				
				BARNSTABLE	16,600	91	15, 17
				BERKSHIRE	21,900	112	38,42
AINE				BRISTOL	120,700	112	111.38
	259,300	89	230,510	DUKES	1 800	421	1.61
Obtoscoccia	24 100	112	22,480	ESSUA	169 suu	11.2	156,81
CONTOOL	21,209	511	19,300	PRANKLIN	17,100	81	15,49
AIBLREAND	51 300	+1	46,660	HAMPIO S	119,300		110,45
VIJAKE3	5 100		4.630	HAMPSHIRL	23,000	961	20,59
ANCOLK.	10,000	87	8,700	MIDDLESEX	328,600	92	301,33
EXXERT	21.700		21,690	NANTHUBET	1.000	510	96
VOV	5.700	112	7.640	SORFOLK	Two teams	1.94	125.26
ZC01 Z	> 1001	1101	4.880	PLAMOUTH	25 780	92	63.41
	11 100	100	10,220	SLEEDLK	239 100	0.2	220.55
CIORD NORSCOT	50.800		28.090	WORGESTER	171 800	112	158.33
			4.070	WORK DOLLER	1.1 400		130,33
SI 17 (Q) (5	100	11	5.150	MICHIGAN			
(GADAHOC	11.00	11	9.090	,	2.296.100	91	2.095.69
MIERSFT	200		5 180				
VEDO			7,940	ALCONA	Steri		75
(SHINGTON	-0.0			ALOER	2 600		1.90
OBL	101		24 820	ALLEGAN	15 400		[4,0]



What Is It?

...113

See your Katz Man now or call...

WMAR-TV, CHANNEL

SUNPAPERS TELEVISION NU 5.5670 BALTIMORE 3 MD.



TATE & COUNTY	TOTAL	TV HOUS PER CENT	EHOLDS NUMBER
LPENA NTRIM RENAC ARAGA ARRY	7.300	7.0	5,110 2,320
NTRIM	7 300 3,400 2 760 1 500	513	2,320
RENAC	2 760	7.1	2,310 1,340
ARRY	10,200	510	9.220
AY ENZIE ERRIEN RANCH ALHOUN	24,100		27,626 1,870 42,990 9,910
ENZIE	2,300	81 112	1,870
RANCH	46,700	3.17	9,910
ATHOLN	41,100 11,100 3,000	92	
ASS HARLEVOIA HEROYGAN HIPPEWA	[1,[00	50	10,180 2,920 2,700 6,830
HEROYGAN	3 (10)	75 75 75	2,700
HIPPEWA	9 100	7.5	6,830
LARE	3,500	1/2	3.070 9,000
LINTON RAWFORD SELTA SICKINSON SATON	9 SQR 1 100 9 300 7 000	43	
ELTA	9.300	50	
dCKINSON	11 200	N3 90	5.840
ATON JUHLT ENESLE LADWIN OGEBIC RAND TRAVERS	11.500 11.500 108.100 2.600 7.500 F 9.100		3,300
ENESLL	105 100	90	
LADATIN	2 480	4.8	2,290 6,020 7,370
RAND TRAVERS	F 9 100	74 81	7,370
RATIOT	10,300 10,000 9,900	91	9,410
HLESDALE	10,000	21	8,410
IOI GHTON	9,488	91	8,660
NGHAM	9 700 64 800	92	9,410 8,410 7,020 8,660 59,690
GRATIOT HILLSDALE IOI GIITON HERON NGILAM ONLY OSCO RON SAMELLA	11,700	91	10,680
08CO ROS	1.000	51	4.220
SABELLA	11,700 1 600 1 600 5,700 \$ 200 35 400	11	10,680 3,950 4,220 7,220 35,290
RON SABELLA ACKSON ACKSON ACKANIZOO AUKASKA ENTE EWITENAW AKB ACPERA AT EBLANAT FNAWE AVINGSTON ACT	35 400 18 200 1,100 10 500 100	9.2	35,290
ALAMAZOO	18 200	93 SI	41,720 890
BNT	10 500	12	98.050
EWI ENAW	+ 00	12	1,230
AND	1 400 12 200 2.500 21,400		1,230
A RELAXAT	2.569	10	11,130 2,020 22,820
FYIMER	21,7400	2	22.820
IVINGSTON POP	110,100	91	9,450
IN SIN W	103 con		2 040
IXCOMB	103 500	11.8	2,040 97,060
IANISTEE	100	\$2 75	4,990 11,000
LASON	100 1500 1500	NI.	5,580
JUE LU KINU INCOME INMISTET INRIGIETTI INRIGIETTI INSON IECOSTA IECOST	-00	111	4,940
IEVOMINEE	7 500 1 200	*4	6,270 11,710 1,520 25,720
H88ALKEE		30	1,520
HONROL .	27 500	.13	25.720
	11 500 1 100	93	10.580
HONTHORPNOA		70	770 40.960
CENTATION	7.300	**	6,410 172,740
TRUAND	51 (00)	0.3	172,740
BCOLA BCOLA BCOLA	um		3,636 2,080 2,286 3,236
INTONAGON	49140	76	2.280
ISCEOLA	100	10	3.236
rTsl.60	500		1.500
PERSONAL PROPERTY OF THE SOUTH	- 800	70	25.400 2.030 1.820
art sqfff Ista	2 900	70	2.030
SACINAW	-1 100	110	49,680
ST CLAIR RT JOSEPH SANILAU SCHOOLGRAFT SHEAWASSEL	. 01.	-0	27.850
ST JOSEPH	1 7 (100)	22	14,316 8,586 1,686
SANDARATE	200		1,680
SHLAWASSEL	500		15,270
TI 8001.A	100	70	11.850
A SHITLAM	500 500		16.370
TI SCOLA CAN BIRIN A ASHTINAN A ANDE WENFORD	100		178 250
	100		4,420
MINNESOTA	967,900	86	8.50.820
TTL IN	9 600	7.0	2,72
VNOKA	1+ 700		15,690
APRINA ANOKA BECKER BELTRAMI RUNTON	1110 NHO		2,724 15,694 4,291 3,064
RI NEON	+100		2,950
BIG STONE	1 1000		1.466
BLC STONE BLC E EXBURI BROWN	1 0000		6,820 5,320
VRITON			5,32
ARLTON CARAFR	1100		5,050
A88 CHIPPLWA CHISAGO CLAY CLEARWATER	100		2.430
CHIPPLWA	504		2,81
1.47			9 220
LEARWATER	(80)		
COOK	1 1000		864 3,584
ROW WING	9 600 18 500		6,94
COR OPTIONWOOD CROW WING DANGETA DOUGH	18 500	111	6,041 17,731 2,991



We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

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National Representatives: Peters, Griffin, Woodward, Inc.

sponsor • 16 may 1959



FIRST

AUDIENCE!

6:00 A.M .- 12:00 N. 6:00 A.M.--6:00 P.M 6:00 A.M.-12:00 MID. (NOV. '58 PULSE)

FIRST

with

6:00 A.M.-6:00 P.M. (NOV. '58 PULSE) (AUDIENCE COMPOSITION)

FIRST

NATIONAL ADVERTISERS

70% USE WMBD EXCLUSIVELY!

Week of March 16, 1959 44 National Advertisers in Peoria Market (Scotti Bureau)

Exclusive National Representatives PETERS CRIFFIN, WOODWARD, INC.



TV SET COUNT (Cont'd from page 58)

TOTAL

TV HOUSEHOLOS

STATE & COUNTY >	TOTAL HOUSEHOLOS		SEHOLOS IT NUMBER	STATE & COUNTY	TOTAL HOUSEHOLOS		USEHOLO:
DOLGLAS	1.600		3,640	JONES	16 400	63	10,6
CARTBALLU	7,100	75	5.570	KEMPLR	2.900	51	1.5
TLEMORE	7 300	71		LATAYETTI.	1.790	18	2.2
REERORN OODHI F	10,300	95	9,770 9,740	LAUDERDALI	1,3+0	56 76	1.8
	2 700	73	1,540	LAWRENCE.	2 508		1,5
ENNEPLN	217,700	97 97 75	239.580	LEAKE	1,600	70	2.5
OUSTON	1,700	75	3.370	LEE	10.700	1.1.	7.0
UBBARD	2 500	*23	1,390	LEPLOIDE	12,500 7,200	72	6,5
SANTI	2 590	9/2	2,580	LINCOLN	7, 200	36	4.0
7.180 1	11 300		8,650	LOWNDES	10 500	15	4,8
ACKSON ANABEC	2.300	84 75	3,700 1,740	MARION MARION	7,100	62 51	4.4
ANDINOUL	8 100	60	6,700	MARSHALL	5 200	5.1	2.7
HTTSON	2,650	76	1,450	MONROE	*.1500	14	4.7
OOCHD HING	1,900	17	2,310	MONTGOMERY	500	18	1.6
AC OUT PARKE	3,900	62 73	2,420	NESTIONA	0.00	54	3.0
AKE	1.900	7.2	3,510	NEWTON	0.09	6.1	3,1
LAKE OF THE WOOLESTEELE	010S 1 200 6,000	18	570 4.870	NOXUBEE OKTIBBEEA	5490 1, 408	57 10	2.1
		~1					2.5
48(0L) 40)	3 000 6 700	67	2,000 4,240	PANOLA PEARL RIVER	7.500	70	5.5
deleon	7 500	33	6,600	PERRY	£ 100		1,1
IAHNOMEN	1.500	67	1.010	PIKE	s 500	54	5.1
TARSHALL	1,000	333	2,220	PONTOTOC	1,700	51	2.5
JARTIN	> 300		6,240	PRENTISS	1.700	ale	2.6
HEFKER	5.586	50	4,390	QUITMAN	1, 000	78 77	3.4
HLLE LACS	5 100	m k	3.280	RANKIN	5.980	33	3.2
HORRISON HOWER	7,200	15	4,150	SHARKEY	1.700	55	2.3
at recy		7.8	3,040	SIMPSON	100		2,1
STCOLLETE	, 900 5.600	41	3,040 4,650	SAILLII	100	55 55 51	2,1
VOBLES	0.600	11	5,540	STONE	1.0-010		- 1
CORM 1/2	3,000	67	2,000	SUNDAMER	1		6.0
DIMSTED	11 200		13.520	TALLAHATCHIC	14,7100	56	3,8
STIER TAIL	12 (100		8,490	PATE	1 200		2.1
TANINGTON TAR	3.780		2,320	THPAIL	1,500	13	2,3
TRESTONE	1 NOO	7.5	3,590 3,270	TISHOMINGO	5.780	17	3.1
*OLb	19.600	149	7.020	UNION	5.400	51	2.4
701%	19110		1.990	WALTHALL	10100	52	1.3
RAMSLA	1 2, 700	1900	121,730	WARREN	12 800	66	8.4
RFD LAKE	1,100		880	WASHINGTON	20,000		11.7
REDWOOD	6,500 7,300		4,940	W.O.NE	2.600		2.0
RENTELL			5,480	WEBSTER	_ 540	-3	1,3
ROCK	F 25-007		9.070	WILKINSON	- 100	17	1.3
ROSEAT	3,000		2,340 2,050	VALORI SILA	- 1010	18	2.8
ST LOUIS	71,100		(4,190) AZ00	5 100	6/3	5.4
G OFT	5 deg	115	4,670				0,-
SHERBURNE	3,700		2,350	MISSOURI			
SHORY	3, 800	**	3,350		1,312,300	88	1.175,1
STEARNS	20, 200	59	17,910	ADAIR	6.704	61	4,3
STEVENS	2,200	61	5,990	ANDREW	2 500	31	2.0
SVIET				ATCHISON	2 (400	1.75	1,8
EODD)	1, 100 6 500	6.2	2,730	BARRY	5 and 6 100	75	6,3
RAVERSE.	2.000	GE	1.220	RARTON	5 7no		
VARASHA	,500	47	1,810	BATES	200		4.
VADENA	3,900	50	1.940	BENTON	_ "010	7.2 77 73	2.0
A Vista A	4.900	~1	3.970	ROLLINGFR	2.500	73	1,8
VASHINGTON VATONWAN	11,700	71	11,190	BOONE	15,700	41	11.0
ATPRIX A LLON MAIN	9,300	501	2,330	BECHANAS	2 .00	9.2	29.7
ALDRIA	11 600	71	2,330 8,290	BUTLER	10,700	lo 7	7.3
A DET CELLOR	2 2000		7.680	CALDATEL	0,100	31	2.5 4.5
LLLOW MEDICINI	1,500	117	3,200	CAMPLY	2 000	75	1,4
				CAPI GIRARDIA	11 100	27	9,4
MISSISSIPPI				(VILROLL,	1, 700		3.4
	557,600	6.1	339.310	(VICT) 10	1		7
DAMS	10,300	77	5,910	(\88	5 - 100	63	5.1
ALCORN.	7 200	57 17 17 36	4,110	CPDAR	: 200		2 (
MITE	4 (204)		1,970 3,220	CHARTTON	1 (00	71	2.6
ATTALA BENTON	5 500		3.220 1.090	CLARK	\$ 600	75	2.0
ROLLLAR	15 160		8,220	CLAY	5, 500	110	25.8
APHOLX APHOLX	2.900		1.820	CLINTON	640	-10	3.2
VICIOUL	2,5000		1,400	COLE	1 (00		9.8
THEK VSAW	1,300		1,980	C00PLR	1.204	73	3.4
HOUTAN	5 10119	10	990	CRAWFORD	0(10	61	1.8
TATRORNE	2,704		1.520	DALLAS	- '00	7.1	1,5
LARKE	1,100		2,450	DAVIESS		81	2.5
0.4110313	12 200		7.610	DERVER	.00	50	1.8
OPTAIL	7,400	-21	4,390	DENT	100	68	2.1
OVENGEON	11 (0)(0)		2.120	1101 GLAS	Distriction	10.1	1,7
M. SOLO	5.769		3,880	DUNKLIN			7.9
ORREST	1, 700		7,830	FRANKLIN	1 400	12	9.7
TRANKLIN DEORGE	2 100		1,370	GASCONADE	1 000	2.1	2.1
HORGE HERENE	1 500		960	GREENE	10 100	25	38.1
REENE	4 (10)		960 2,270	GRI NDY	1.900	~4	3.1
LANCOCK	2 [049		2,400	HARRISON	1.100		3.0
TARRISON	201 (110)		21.520		100	-7	4.9
HNDS	40 100		37.350	mekony notr		78	1,2
JOLAH 8	7 114149		4,180	HOLF HOW ARD	1199	100	2.4
BEAUTION AS	1 100		2,830 580	HOWELL		-1	2.7

HENRY HICKORY HOLF HOW ARD HOWELL TRON LACKSON LASPER JEFFI RSON

2,750 1,150 197,630 6,280

TATE & COUNTY H	TOTAL	PERCEN	STHOLDS T NUMBER	STATE & COUNTY		RETN	NUMBER	PAGE 101			
XOX	. 4,000	7.	2.030	POWELL	5 000		340	104 N -PAN10 s			
ACLEDE	5 900		4,370 6.550	PRAIRIE RAVALLI	791		1.890				
WRENCE	7 100		4,680	BICHLAND ROOSEALLA			1,350	CHONAS			
WIS	3.100		2.660				1,610	CHI RSTON			
INCOLN.	. 500	31	4,900	ROSERI D SANDERS			950 1.270	WASHINGTO			
VINGSTON	5 100	01	3,760 3,980	SHERIDAN	1 (4)		930	11 11 11			
dONALD ACON	1.100		3.010	SILVER BOW	*5 141		17,980	WEBSTIR			
	7 1000	7.5	5.260	STILLM CYER	1 00		970 300	VHEELIR			
ADISON	2.500	- 1	2,040	SWIET GRASS	100		1.400	YORK			
ARIES ARION	2.000		9.050	TOOLE	-0.0		1,220	NEVADA			
ERCER	1.000		1,400	TREASURL	100		150		205 100		50 10
HALER	1.500		3.120	CALLEY	-100		1,370	CHI RCHILL			7
ISSISSIPPI	5 100		3,440	WHEVEAND	100		460 200	CLARK DOLGLAS			
ONITEAU	200	SI	2,430	VELLOWSTONE			20,380	LPPO			
ONTGOMERY	11 (00)	***	2,840					ESMERALDA			
ORGAN	2.500		2,940	NEBRASKA				DURERA			
AUTON	5 500	76	6,140		137,700	1.13	362,120	HI MROLD P			
DD III II.	2 100		5,030	ADAMS	\$1,000	**	8.190 2.200				4
CEGON	2 500		1.390	ANTELOPE VICTII R	.01		2 200	LYON			
AGE	2 1000		2,100	RANNER			240	MINLRAL			
ARh	, 1000		1,280	BLAINE	4941		110	ORMSRY			
MISCOT	3.1 (000	50	8,790 2,650	BOOM	2 (900)		1,790	PERSHING			
TTIS	12 700		10,310	BOX BUTTL	7100		1,820 630	STOREY			
HILPS	7.500		5,090	BROWN	1 - 00		720	W 78H01			
KE	, 1000	N	4,790	BLEEVEO	8 900		6,580	WHILE LIZE			
ATTE	4 700 1 700	10	6.010 3,470	101 101			2.830	NEW 11 4 14 DE	HIDE		
LASKI	1 2011		3.200	RUTLLR	1901		2.740	NEW HAMPS			
TXAM	5 × 00		1.670	CASS	1100		5,230 3,360	BELICNAP	166,800	991	170 1
1.1.8	2.200		1,800	CHASE			740	CMGOLL CHESHIRE			4
NDOPER	7 500		5.680	CHURRY	J011		1.200	CHESHIRE			11.
NDOLPH Y NOLDS	1 100		760	CHEVENNE	780		2,948	COOS GRALTON			9,
PLEA	2.900		1,580	COLEAN	110		2,320		14 17		45.
CHARLES	11 300		10.560	CUMING	ulace	34	3,090	HILLSBORO MERRIMACE	-		
CLAIR FRANCOIS	2 000		2,240 9,500	CLSTER	1490-		3,320	ROCKINGHAM			22.
	[140 500)		444.990	DAKOTA			3,280		1		14,
E. GENEVIEVE	3.100	81	2,500	DAMES			1, (30 5, 230	STEED AN			
LINE	7.900		5,870	DELED	1110000		520	NEW JERSEY			
OTLAND	1 500		960	DIAON	1 She		2,510		1,723.600	92	1 → 8.7,6 44,
OTT	2 160		6,800	DODECK	9 860		9,340	ATLANTIC	17, 6.00	100	44,3
LINNON	1,1400		730	DOLGLAS DUNDY	102.000		98,500 590	BERGEN	2007 4415		208,0
IELBY	3.100	-	2.330	PHEMORI			2.240	CAMDES	1 .		97
ODDARD	5 200 2 500		6,370 1,780	PRANKLIN			1,650				- 1
LLIVAN	200		2,060	PRONTIER	1.00		850	CUMBERLAND	212		272
NET	2.900	1	2,060	CAGE	(100)		2,470 6,870	CLOUGLERS	214		
XAS	5 (640		2,750	GARDEN	1,100		610	GLOLCLSTER HI DSON HI NTERDON	2 51		
GRNON ARREN	2.586		4,670 4,980	GARFIELD	5000		440	HI NTERDON			
ASHINGTON	700		2.260	GOSPER	Ton		580	MERCER	7.		
ATNE	. Hen		1,760	GRANT	200		100	MIDDLESTA	In s		14
EBSTF R	1.200		3,090	11 ALL	12.300		10.770	MORRIS			110.
BIGHT	1,500		2,690	HAMILTON	2 860		2,380	OCEAN			22,
			2,000	HARLAN	2440		1,400	PASSAIC	11. 0		197,
ONTANA				HAYES	100	.0	300 790	SOURRSLT			
	212,100	6.2	131,280	HOLT	4 7500		1,890	STRREY			
CAVERHEAD CONTROL	2 740	51	1,380	HOOKER	599		130	UN108	11		
G HORN AINE	2 (40)	15	1,190	HOW VRD	240		1 400	WARREN			
ROADWATER	2.000	1	1.470	JEFFERSON JOHNSON	1 Lott		3,400 1,630	NEW MEYOR	^		
RRON	2 (40)		1,470	NEARNEY	1,5000		1.650	NEW MEXIC	231.100	7.0	108.7
RTER SCADE		1	16 530	5 5 5 7 7 7 7 7			1 550	BERNALILLO	2.5 1, 1000	7.2	61,
IOI TEAL	2 400		1,600		190		200				
STER NIELS	1 100		1.740	KIMBALL KNOA			1,030	CHAVES	1 500		
WELS	1111		380 1,720	LANCASTER	10- 100		43,400	CURRY			4
ER LODGE	100		2,970	LINCOLN	1 101		> 650	DE BACA			
LLON	1.000		420	LOGAN LOT P			170	DON'T ANA			
ATHEAD	1 100		2,480	McPHERSON			230 90	FDDY GRANT			
LLATIN	10 800 7 800		6.990 3.670	MADISON			7,200	GLADALIPE			
RETELD	7.500		250	MERRICK			600	HARDING			
ACIER LDEN VALLEY	111111		1 660	MORRILL	1111		1,330	HID VLGO			
ANITE AMELEY	1 1000		160 500	NAME NEW ALL			1,050	LEA DEN			
				NI CROLLS			2.640	105 11.1305			
LL PELISON	1 100		2,440 480	0.703			5.310	LUNA			
DITH RASIN	700		360	PAWNER			1 600	MANINELLY			
J. E.			1 940	PERKINS			710	MORA			
WIS AND CLAR			5.160	PHERES			1.740	071 R0 91 A			
RERTY	400		240 2.040	PEACE			6,480	TOTAL ADDITION			
ONE	1.1000		2.040 500	POLK			5,480 2,150	ROOSEVELL			
DISON	200		840	POLK REDWILLOW			2.420	ROOSEVELT SANDOVAL SAN IL AN SAN MIGHT			
MILER	530	1	410	RRCHARDSON ROCK			3.780	-1/ 11/1/			
NERAL	500		460				1.480	-12 ALC: 1			
SSOULA SSELSHELL	11 100		9.640 820	SALINE			3.480 6.500	SHREET			
	3 191		2 550	SARPY SUNDERS SCOTTS BLUET			280				
TROLEUM	-1111		160	SCOTTS BLUE			6.690				
HLLIPS	700		710	21'11 ARD			3,180	CORRANGE			
INDERA	3.7000		1,260 330	SHERMAN			1,380	17107			
PWDER RIVER											

TV:SET. COUNT (Cont'd from page 61)

	TOTAL	TYHOU	SEHOLDS		TOTAL	TV HOUS	
STATE & COUNTY	HOUSEHOLDS	PER CEN	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
NEW YORK				GENESEL	15 100	93	14,070
NE TO TORK	5,079,900	91	1.643.920	GREENL	5,200	459	8,160
				HAMILTON	1 300	NIII	1,170
CERTAL	200,0000	110	82,580	HISRKIMER	19,800	9.2	18,120
41.1 bo 4 5Y	1:700	113	10,920	JEFFLRSON	27,300	>2	22,270
11077	131,100	71	393,250		7.84, 100	90	729.630
BROOME	6.5,400	24	56,550	KING8	6.780	*1	5,610
ATTARATGUS	25,200	92	23.130	LEWIS		49	10.300
MIGA	22,000	97	20.190	LIVINGSTON	11,600	20	13.820
HALLATOLA	17.700	141	43.330	MADISON	15,200		
DIMENG	.11.300	55	27,520	MONROE	153,760	92	169.000
HLVANGO	12,700	201	11,360	MONTGOMERA	19,,,40	+17	17.360
LINION	11.500	92	13,400	X188AL	392.700	54.9	368,230
			13,210	NEW YORK	0.9,100	*9	526,710
OLI MBIA	11, 000	91	11,730	NIAGARA	68,900	93	63.270
ORTLAND	12,908	61	12,090	02 FID 7	72.300	9.1	67,330
DELAWARE.	11,100						
ICTCH 88	1 1 5 00	143	41.260	0.0070363	133 100	9.2	112,520
ERIE	,27,100	92	302,240	ONTARIO	18,700	9.9	16,920
SSEA	19,800	81	8,730	ORANGE	53,500	9.2	48.810
TRANKLIN	12,700		9,720	ORLEANS	10,180	-11	9,200
11140N	17,900	10	16,010	OSWEGO	24,600	93	22.710

HLI "THE VOICE OF LONG ISLAND"

the only station that:

- · completely covers the independent Long Island Market (NASSAU-SUFFOLK) and its Huge, Quality-Buying ADULT AUDIENCE
- . delivers GREATER LONG ISLAND ... 2nd LARGEST MARKET IN NEW YORK STATE

WHLI'S GREATER LONG ISLAND COVERAGE Nassau Suffolk Total Rank*

Population	1,305,700	591,900	1,897,600	5th
Net Income	\$3,349,052,000	\$1,043,397,000	\$4,392,349,000	5th
Per Family Income	\$8,663	\$6,428		4th
Retail Sales	\$1,944,710,000	\$676,185,000	\$2,620,895,000	6th
Food Store Sales Auto Store Sales Gas Station Sales	561,200,000 302,396,000 128,381,000	263,161,000 106,573,000 45,725,000	764,361,000 408,969,000 174,106,000	5th 5th 5th

"PULSE" proves that WHLI has the LARGEST DAYTIME AUDIENCE IN THE GREATER LONG ISLAND MARKET... BIGGER THAN ANY NETWORK OR INDEPENDENT STATION! *Rank among Counties in the U.S.

Population

WITHIN WHLI'S Net Income \$13,139,675,000 COVERAGE AREA \$6,846,081,000 Retail Sales

10.000 WATTS



	TOTAL	TY HOUSEHOLDS			
STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER		
OTSEGO	17,300	90	15,550		
PUTNAM	7,100	400	6,130		
QUEENS	507, 010	92	522,660		
RENSSELATE	11,100	93	40,460		
RICHMOND	+1,000	93	56,490		
ROCKLAND	30 7490	93	28,370		
ST LAWRENCE	12,300	2.5	24,930		
SARATOGA	25,800	9.0	23, 290		
SCHENECTADY	72 900	91	48.300		
SCHOHARIE	7,500	5.7	6,540		
SCHUYLER	1.790	89	4,190		
SENLCA	6 900	98	6,190		
STEUBEN	29,740	53	24,660		
SI FI OLK	145,500	91	149,930		
81 LUIVAN	15,700	9.0	12,390		
110GA	In som	90	9.840		
TOMPKINS	19.800	86	16,990		
ULSTLR	31.600	510	31,240		
WARREN	13,500	510	12,210		
WASHINGTON	14 100	91	12,770		
WALNE	15,000	91	16.410		
WESTCHESTER	232,700	91	218,200		
WYOMING	24, 2000	91	8,340		
V VTES	6,100	59	5,410		
NORTH CAR	OLINA				
MORITI CAR	1.107.200	77	850.300		
MAMANCE	21,690	70	19.370		
ALLXANDER	3 500	86	3.010		
ALLEGHANA	2 100	0.9	1.440		
ANSON	6,040	7.2	4.32		
ASHE	5.000	69	3.44		
AVERY	J. 100		2.00		
BEAUPORT	9 100	100	8,16		
BERTIE	5,900	7.0	4.13		
BLADEN	6,600	23	3,53		
BRUNSWICK	1,540	59	2,64		
BI NCOMBI	30.700		27,39		
BURKE	11 994	.50	9,57		
(ARARETS	15 100	110	16.21		
CALDWELL	11.200	7.8	8.78		
CAMPEN	1.100		1,05		
		62	4,20		
CARTERUT	1, 1000				

BEAUPORT	9 (00)	48.	8,160
BERTIE	5,900	7.0	4.130
BLADEN	6,600	23	3,530
BRI'NSWILK	1,580	59	2,640
BI NUOSIBI	30.700	=5	27,390
RURKE	11 900	.500	9,570
ABARRI 8	18 190	110	16,210
CALDWELL	11.200	7.8	8,780
CAMPEN	1, 100	7.5	1.050
CARTERET	h 3000	11.2	4,260
ASWELL	1.200	7.2	3,090
(TANB)	18,700	59	16,680
HATHAM	6 100	1,7	4.070
HEROKEF	1,200	15	2,030
(1100/15)	2 900	63	1,820
(LAY	1,	1.8	630
CLEVELAND	\$4-400	25	12,830
COLUMBA'S	12,600	5.0	7,130
CRAVEN	14 100	×I	11,550
CUMBERGAND	20.500	(4)	18,340
CURRITUOK	15800	71	1,340
DARE	1.300	63	820
DAVIDSON	17,200	57	15.010
DAVIE	3,966	79	3.070
DI PLIN	9.500		5,910
DURHAM	23.990	<1	25.240
EDGE/OMB)	12,200	29	9,590
PORSYTH	\$9 Kma	44	43.630
FRANKLIN	2.000	-55	4,040
GASTON	1.200	31	27,050
GATES	2 400		1,690
GRAHAM	1.700	30	830
GRANABLE	< ≥110	7.0	4.760
GREEND	15190	69	2.500
GUILFORD	6.[.00	477	54,730
HALIFAX	13.249	64	9,010
HARNETT	1,1,200	59	7.730
HAYWOOD	10,300	1417	6.800
HENDERSON	9,600	66	6.360
HERTFORD	1.500	7.3	3.510
HOKE	3,300	5.5	1,920
HADE	1,400	62	870
THEOFILE	15 680	10	12,550

CHER clio

CPEA

GAST GATE GRAD

JOHNSTON

MARTIN MECKLENBURG

XOTTHAMPTON ONSLOW

ORANGE PAMEACO PASQLOTANE

RANDOLPH

5,668,100

60

1,420

5,140

4.900 2.330 2.440

4.260 65,040 2.080 3.140 5.530 9.760 16,090

4.320 4.070 7.550 1,540

2,540 1,860 3,870 2,500

11,760

STATE & COUNTY	TOTAL	TVH	NT NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TVHOU	SEHOLDS T NUMBER
RICIDIOND	10,100		8,290		E2 100	91	12 240
ROBESON	20 100	67	13,510 15,220	DARKE DEPLANCE DELAWARE	0.000	21	8,180 8,840
ROCKINGHAM	17, 500	00	15,220	DELAWARE	5,586 19,686	401 91	8,840
RUTHERFORD	22 100 11 300	×1	9,160	EXTREMED	15 700	94	17,380
SAMPSON	11.500	6.0	7,190	FRANKLIN	7.500	50	6.920
SCOTLAND	6 2100	54	3.620	FRANKLIN	1107 500	9.1	184,680
STANLY STOKES	10,960	100 7.8	9.760	PULTON	5 TOR T 200	50	7.810 6.340
SURRY	12 000	57	9,960	GEALGA	10.200	91	9,310
SWAIN	2,100	15	1.010	GREENE	22.500	91	20.940
TRANSVEA AND TYRRELL	3 800 1.200	60	2,270	HAMILTON	207,200	502	10.050
UNION	10.200	63 77	760 8,340	HANCOCK	17 660	91	15,430
VANCE	8.500	533	6,240	HARDIN	5 100	41	8,570
WAREN	11 100	81	33,140	HARRISON	5,500	21	5,230 6,370
WASHINGTON	3.000	1.3	2,820 1,880	HENRY HIGHLAND	9,600	53	8,500
WATAFGA	1 100	61 78	2,640 13,140	HOURING HOLARIS	5,700	111	5,190 4,640
	10.500		7,560	III BON		9.2	12.320
WILKES	11.100	69 77 78	10.910	JACKSON JEFFERSON	1. 1001	510	8.160
YADKIN	3 600	78	4,400 1,990	JEFFERSON KNOX	29 1000	92	26.570 11,490
YANCEY	2 200	*4	1,990	LAKE	38 200		35,580
				LAWRENCE	15,200		13,990
NORTH DAKE				LICKING	25 100 11 000	21	23,080
	172,500	7.1	122,410	LOGAN	58,400	9.4	54.350
ADAMS	1,200	53	640 4 220	LUCAS	7 800	9.4	134,920
BARNES BENSON	2 100	61	4,220 1,350	MADISON		90	7,050
BULLINGS	2,740	18	240 1.680	MARION	\$2 100 18 100	42	76,440 16,670
BOWMAN	1.000	19	490	MEDINA	16 1101	111	15,070
BURKE BURLEIGH	1.700	nik.	1.120	MEIGS	0.300	1111	6,070 8,280
RURLEIGH CASS	9.800	91	7,840 18,080	ATLANTI	21 500	91	20.390
CAVALIER	2 100	2.5	1,310	MONROE	1 100	50	3.640
DICKEY	2,500	67	1,680	MONTGOMERA MORGAN	150 300 3.500	95	150,600
DIVIDE	1,500	61	620 980	MORROW	+ 640	- (1	5.090
DUNN	1.260	64	770	VII SKINGI M	21 300	22	21.320
EMMON8	2 000	74	1,520	NORIE	3 3 00	91	2,920 9,910
FOSTER	1,500	41	960 390	NOBLE OTTAWA PAULDING	5.100 7.700		4,540
GOLDEN VALLEY GRAND FORKS GRANT	13 200		10.410	PERRY		9.2	7,050
GRANT	1.000	44	10,410	PRKWWY	7 600	90	7,820 6.820
HETTINGER	1 300	3.5	1,140 980	PIKE	22 200	45	
	1 500	54 76	1.140	PREBLE	9,600	93	8.870 7.020
LA MOURE LOGAN	2.000	67	1,140 1,340 810	RICHLAND	, 5 300	9.2	29,840
MeHENRY	1 200 2 700	1/2	1.680		FS. 1001		16,710
MeINTOSH	1.700	1515	1,130	SANDUSKA SCHOTO	19 300		28,100
McKENZIE	1 500	15	850	SENECA	30, sp0 17, s00	7(1	16,120
MCLEAN MERCER	5,200	61	2,990	SHELDA	9.100	11	8.550
MORTON	5 600	81	1,220 4,670	STARK	25 000	42	89,550 144,820
MOUNTRAIL NELSON	2.500	11	1,190	TRUMBULL	151 500 54,500	91	
OLIVER	500	7.5	1,300	TUSCARAWAS	23 300		21,160
PEMBINA	, 100	:19:	2.040	UNION VAN WERP VINTON	9,700	101	6,050 8,730
PIERCH RAMSEA	1,900	63	1,200	VINTON	2.56.0	91	
RANSON RENVILLE	1 200	77 63	1,460	WARREN WASHINGTON	17,000	12	15,670
RENVILLE	1,100	63	880		11 900 17 spm	- 0	17,730
RICHLAND BOLETTE	2.200	77	4,230 1,190	WILLIAMS	Objects or	510	8.670
SARGENT	1 800		1,390	WOOD WYANDOT	20 6-08 6,500	9.1	19.120 5,790
SHERIDAN	1.100	63	690		11, 1110		5,730
SLOPE	500	1	500 240	OKLAHOMA			
STARK	1,000	51	2,170		678,100	80	545,010
STEELE STUTSMAN	1 400 6 800	55 71	1.060 5,040	ADAIR MF MFA	3,600	6.6 7.3	1,890
	1,200	55	660	ATTIME A	2.789		1,830
TRAILL WALSH	2,500	60	2.470	BEAVER BECKHAM	5 800	30	1,010
WARD	12,300	50	2,740 9,790	BLAINE		70	2,830
WELLS	2.600	43	1,640	BLAINE BRYAN	7 700	70	5.260
WILLIAMS	10,100	15	4,960	CADDO CANADIAN	7 500 7,600 6 700	11	5.940
01110				CARTER	11 500		5.640 10.360
оню	2,851,800	92	2.6.15,890	CHEROKER	500		2.340
ADAMS	2.851,8(H) 6.600	92	2.6.15,890 5,890	CHOCTAN	1,100		1.920 570
	31.100	91	28,180	CLEVELAND	11 500	50	9.940
ASHTABULA	11.900	92	10,940	COAL	1 (00)	-1	9.90
	29,300 12 ×00	93	26,990	COMANCHE	2 600		15.830
ALGEATZE	16.500	72 92	9.620	CRAIG	2 600 1 100		1.930 3.060
BROWN	26 400 7,300	92	24,180 6,520	CHEEK	12 500		10.740
BUTLER	53,100	9.3	49.290	DIST AWARDS	2 500 1,700		2,170
CARROLL	5 600	90	5,040	DEWEY ELLIS	1,760		1,140
CHAMPAIGN	9,200 39,60a	92 92	8,440 36,580	GARFIELD	2 100 15 300	*1	12 410
CLERMONT			19.230	GARVIN	52 4000	7.5	7,290
CHINTON	9,200 32,800	92	8,310 30,120	GRADY	2 200	24	8,000
	10 000	92	8,670	GREER	2 200		1.610
COSHOCTON CRAWFORD	14 200	87 81	12,890	D)			

(Please turn to page 06)





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CHANNEL

KOCO-TV

OKLAHOMA CITY

Charlie Keys, General Manager

TV SET COUNT (Cont'd from page 63)

	TOTAL	TV HOUS			TOTAL	TV HOUSEHOLDS	
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	OUSEHOLDS	PER CENT	NUMBER
HARMON	1,600	61	970	CAMBRIA	56,900	93	52.216
HARPER	1.300	6.5	840	CAMERON	1.900	7.2	1.370
HASKELL	2,509	57	1,420	CARBON	14.900	40	13.320
H1 GHES	4.3000	47	2,880	CENTRE	16,500	101	14,690
JACKSON	5,000	44	4,860	CHESTER	52.500	93	48,640
JEFFERSON	4,5800	7.1	1.860	CLARGON	19 200	91	9.250
JOHNSTON	2.240	7.1	1.570	CLEARFTELD	22 000	92	20.300
KAY	15.800	5.2	12,990	CLINTON	10,500	7.5	8.450
KINGUISHER	2,599	79	2,280	COLUMBIA	15,100	81	12.456
KIOWA	4,200	13	3,070	CTEAN PORD	23 200	22	20,320
LATIMER	1,800	7.7	1,020	(1 MBLRLAND	33.399	Sta	28.730
LE PROBE	6.900	6.1	4,190			21	
LINCOLN	5,500	81	4.470	DAUPHIN	66, 440	93	60.300
LOGAN	1,600	7.1	4.120	DELAWARE	151,900		143,440
LOVE	1.660	70	1,120	ELK	9,460	71	6,970
MOLINIA	1.100	24	3,100	ERIC	(9, 400	93	64,220
MCCL REALS	5,290	63	3.260	LAVETTI	49,500	200	46,150
MelNTOSH	3,100	63	2,070	LOREST	1.100	71	780
MAJOR				FRANKLIN	22 200	8.8	19,530
MARSHALL	2,400	7.3	1,750	LTIZION	2.500	7.4	1.960
	1,540	7.0	1,330	GREENE	12 000	55	10,180
MAYES	3,300	70	3,580 2,350	HENTINGDON	10.800	90	9.700
ATLISKOGLE				INDIANA	20,200	91	18,340
	17,000	51	14,350	JETTERSON	13,500	91	12.280
NOBLE	3,900	18	2,260	JI NIATA	4.000	69	2.770
ZOR.127	3,400	*2	2,780	LACKAWANNA	72.300	90	65,290
OKFI SKEE	3,600	7.1	2,550				
OKLAHOMA	1.16, 100	*7	118,930	LANCASTER	69,700	9.2	63,970
OKMITLGEE	11,000	20	8,660	LAWRENCE	30,860	94	28,150
OSAGE	10,100	315	8,690	LEBANON	21,100	9.1	22,240
OTTAWA	8,600	7.5	6,700	1.FHIGH	59,300	93	55,250
PAWNEE	3.700	7.5	2.880	PA NEBLE	102,800	89	91,910
PAYNE	11.900	2.5	8,940	LYCOMING	31, 20%	21	23,510
PITTSBI RG	9,100	71	6,490	McKEAN	15.990	79	12,640
PONTOTOC	9,600	41	7,760	MERCER	33,400	91	30.340
POTTAWATOMER	11,200	74	10.850	ADPULOS	11.609	540	10.480
PI SHMATAILA	2.400	50	1,210	MONROE	10.390	90	9.250
ROGER MILLS	1, 100	1:0	930	MONTGOMERY	131,200	93	125.260
ROGERS	1,900	53	4,000	MONTOUR	3.500	81	2.940
SEMINOLE	11.500	78	8,960	NORTHAMPTON	54.200	93	50.500
SEQUOYAH	3,900	6.3	2.460	NORTH ARERUAN		76	24.020
STEPHEAS	11 800	200	9.350	PERRY	6.500	69	4,500
TEXAS	3,500	51	1.780	PHILADELPHIA		91	
TILIAIAN	I. 7800	71	3.200		615,700		584,940
TULSA	108,500	91	99,220	PIKE	3,000	79	2.360
WIGONER	3.700	71	2.630	POTTER SCHI YLKILL	4,500 52,900	7.2	3, 220
WASHINGTON	12.100	2.1	10.490	SCHUYDER	52,910	70	46,930
WASHITA	4,000		2,910				
WOODS	3.898	6.1	2.330	SOMERSET	21,200	×1	17,810
WOODWARD	3.600	nd	2,210	SULLIVAN	1,580	*5	1,270

OREGON			
	579,800	78	119,580
BAKER	5,700	78	3.300
BUNTON	11.500	4.5	7.840
CLACKAMAS	3 L900	45	29,590
CLATSOP	9,500	69	6,580
COLUMBIA	6,640	144	4,370
COOS	29, 100	440	12,230
CROOK	2,100	31	1,298
C1 RRY	6,100	0.0	3,810
DESCRIPTES	6,700	- 41	3,590
1901 GLAS	29,799	4,5	13,770
GHTLIAM	1 100	4.3	690
GRANT	2,100	- I	1,220
HARNEY	1,466	1.8	920
HOOD RIVER			2,090
JACKSON	25 500	7.	18,330
JEFT ERSON	2,500	62	1,550
JOSEPHINE	10,300		6,910
KLAMATH	11,700	80.0	9,570
LAKE	2,000		1,090
LANE	17,310	•	39,470
LINCOLN	8,700	6-2	5,320
LINN	17 000	1.0	11,680
MADIEL R	6,200	744	4,340
ALARION	(2010)	10	28.810
MORROW.	3 200	6.1	770
MICETNOMAI		* *	170,980
2:01.K	6,500	7.5	4.870
SHFRMAN	760		440
TILLAMOOK	6,100	65	3,950
LAMBER	11,200	440	9,360
1 N10N	1,900	, <	2,830
WATTOW?	2,100	-	1,220
WASCO	× 200		5,050
W VSHINGTO		47	25,300
WHELLER	300	7.0	410
YAMIILE	35 THEF 25	0.7	6,040

	3,241, 100	91	2,93B, 100
ADAMS	12,700	×5	10,830
ALLEGHENY	476.600	93	443,670
ARMSTRONG	22 100	92	20,550
BEAVER	57,300	10	53,220
BUDFORD	10,700		9.830
BERKS	80.600		73.200
BLAIR	20.000	91	36,440
BRADFORD	15.100	707	13,700
BUCKS	36 500	93	80,850
BUTLER	27,500	507	25,980



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PORCET M. PHREELL President and Gen MILTON W MLEIN, Sales Manage sented nationally by IONE STAIR & CO

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOI	JSEHOLOS	STATE B COUNTY	TOTAL HOUSEHOLDS	TVHOL	SEHOLOS
	* 100				50a		
SPSQUEITANNA TROGA	10 100	89	7.210 8,610	HARDING HYOHES HI TUHNSON	500	11	220 2,000 2,550
UNION VENANGO	5,900	7.0	4,130 14,670	III TUHINSON HYDE	700	10 77	2,550
WARREN	12 000	70	9.810	JACKSON	500	40	200
WASHINGTON	13,240	91	59,120	JERATED	1 1010		530
WAYNE	7,190 95,000 1 600	91	5,620 89,350	JONES KINGSBI RY	2.000	70	3110 2,040
WESTMORELAND WYOMING	1 600	85	3,900 60,360		2 900	41	2,040
YORK	65,808	92	60,360	LAWRENCE	000	13	2,420
				LINCOLN LYMAN	1 100	50	3,220 610
RHODE ISLAN				McCOOK M PHERSON	2 100		1,930
BRISTOL	216,900	92	228,150	M PHERSON MARSHALL	2,100	11	750 1,390
KENT	26 300 18 300	93	8,420 24,340	MEADE	2,100		1,390
NEWPORT	18(880)	91	24,340 17,330 163,080	MELLETTE	640		310
PROVIDENCE WASHINGTON	156 100	92	14.980	MINER	1,700 27,100 2,700	91	1,120
				MOODY	2,700	80	1,120 25,750 2,170
SOUTH CARO	LINA			PENNINGTON	20,000	61	12.810
	583,700	7.3	138,780	PERKINS POTTER	1 700	15	760 570
ABBEVILLE	5,000	70	4.070 15.790	ROBERTS	3,400	66	2,240
ALLENDALE	21,700	7.7	2,180	SANHORN	1,100	+1	890
ANDERSON	23,800		18.150	SHANNON SPINK	1.500	51	920
BAMBERG	1 1100		2.290	STANLEY	500	19	1,680
HARNWEIJ. BEAUFORT	7 100 7 100 7 100	11	3,840 5,060	SULLY TODD	700 1, box	- 11	310 660
BERKELEA	7 100		5.060 5.430 2.010	TRIPP	2,200		1,510
CALIFOLN CHARLESTON	3 300 35 500	200	2.010 47.500	TURNER	3 300	10	2.860
CHEROKEE	9.200		7.840		2.100	15	2,780
CHESTER	\$ 100 \$ 100		£ 170	WALAVORTH WASHABALGH	2,100	15	1,080
CLARENDON COLLETON	6,600 7,200		5,630	VANISTON	1 500		3,610
			5,630 4,200 5,230	ZIEBACH	6181	Dr.	260
DARGINGTON DILLON	12,600		8.720				
DORCHESTER EDGEFIELD	6,700 3 none		4,750 4,310	TENNESSEE			
FAIRFIELD	1.700		2,360		936,100	76	715,570
PLOBENCE.	21,100		3,440	ANDERSON	15,500 6,000	7.5	12,080
GEORGETOWN GREENVILLE GREENWOOD HAMPTON	S 200 56 800	76	6.210	BEDFORD BENTON BLEDSOF	2,500	-3	1.320
GREENVILLE	13.300	51	47.860 10.280	BLOUNT	1,500		1,040
HAMPTON	4 400	71	3,140	BRADLEY	9.100		7,050
HORRA	Dr. 500		9.060	CAMPBELL	9 400 7 500 2,000	11	4,810
JASPER KERSHAW	2 600		1.840 5,750 7,140 7,360	CARROLL			1,470 3,910
KERSHAW LANCASTER LAURENS			7,140	CARTER	11,200	17	8,340
	11.700	15.4	7.360	CHESTER	2.100		1,620
LEE LEXINGTON	1.700	71	3.490 9.890	CLAIBORNE CLAY	2,100 4,700 1,700		1,200
Macormick Marion	13,200 2,100 < 000		1.520 5.680	CLAY	1,700	>6	960
MARLBORO	4 100	71	5.680 4.820	COFFEE	3 700		2,930 6,230
NEAV BERRA	n 7014		5.670		3 700		6,230 3,230
	9 200		5.860 11.110	CEMBERLAND DAVIDSON	1.700	50	2,370
ORANGERI RG PICKENS	10.300	116	6.750	DECATER	105,600		94,740 790
RICHLANO	11,9(*)	~1	6,750 35,070	DE KALB DICKSON	2,500		1.580
SALATDA DI DO	3,700 42,600		2,360	DICKSON	4,700	77	3,220
SPARTANBI RG SUMTER UNION	14,600	6.9	33.490 9.710 5.390	PATER FATETTE FENTRSS	6,100	12	6,100 4,350
UNION WILLIAMSBURG	14,000 7,600 9,100	71 76	5.390	FENTRES	000		1,550
YORK	22 100	719	6,960	PRANKLIN	100		2.930
	22 100		16.730	GIBSON GILES GRAINGER	4.700		9,410 3,500
SOUTH DAKO	TA			GRAINGER GREENE		ī	1.490
DAKO	200,200	66	1.12,730		11 100 2 500	100	6,680 1,410
At RORA	1.200	15	570	HAMBLEN HAMILTON	5,200	7	4,530
BEADLE BENNETT BON HOMME	6,800	7.1	3.670	HAMILTON HANCOCK	1,200		62,090
BON ROMME	2,200 5,500		410 1,660	HANCOCK HARDEMAN	4 000	1	970 3,140
BROOKINGS			3.870	HABDIN	4 100		2,330
BROWN BRULE	10 600		6,860 1,010	HAWKINS	5 300		4,380 4,050
			230 1,030	HAWKINS HAYWOOD HENDERSON			
BUTTE CAMPBELL	2,300	15	1.030 360	HENRY	2,700		3,100
Ministra Control of the Control of t	2.500		1.870	HOUSTON	1.100		1,859 790
CLARK	2,200		1,420	III MPHREYS	2.700		1,920
CLARK CLAY CODINGTON	2,200 3,000 6 100	61	2.620 3.910	HOLSTON HI MPHREYS JACKSON JEFFERSON	2 700 2 100 7 100	- 16	1,180 2,860
	1.500		660	JOHNSON KNOX	2,700		1,640
CUSTER DAVISON	1.600	11	710	KNOX	1 100		61 220
DAY	5 500		3,510 2,160	LAKE LAUDERDALE	Teles	72	1,810 4,400
	1.500		960 490	LAWRENCE	400		3.610
DOUGLAS	1.200		490 570	LEWIS LINCOLN	1 50%	5	1.020
DOUGLAS EDMUNDS PALL RIVER	1,700	45	760	LOUDON		10	4,580 5,230
	3 300 1 200	51	1,690 630	McMINN McNAIRY	5.700	19	5,230 2,680
GRANT	1,20sb 2,800		1.840	MACON MADISON	000		2,050
GREGORY	2.300	50	1.140	MADISON MARION	7 000	71	12.560
HAMLIN	1.990	11 64	1,220	MARSHALL	7.6-00	73	3,470
HAND HANSON	1,860	61	970	MATHY.	11 700	11	8,620
	1,300	6.3	820	MEIGS	1 00	1.0	780

In the big, rich charlotte market...
When you



THE LATEST N.S.I.

PROVES ...

qives you more ...

much more for
your radio dollar

than any other Charlotte Station



Dollar for dollar, no other Charlotte station even closely as approaches the value delivered by WIST... according to Nielsen, the No. 1 Metro Area station which also delivers a whopping audience outside the Metro Area.

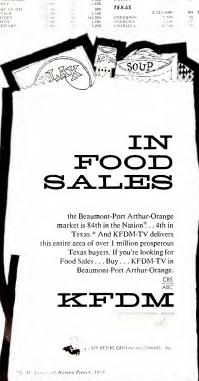
For a revealing comparison, check the Nov-Dec. N.S.L. or call your nearest P.G.W., Colonel,

Compare ... discover why

best radio buy in Charlotte BROADCASTING COMPANY OF THE SOUTH STATION

PETERS, GRIFFIN, WOODWARD, 184 Extlant National Reference 3231

	TOTAL	TV HOUS	5401.00		TOTAL		REHOLDS
STATE & COUNTY	HOUSEHOLDS						
STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
s10NR01	Tron.		4,220	81 1443 45	-Y 60	- 1	21.600
MONTGOMERY	*9,600	-1	8,590	81 MNER	5.960	4.4	7.82
MOURI			480	TIPTON	7.1-1907		5.634
MORGAN			1.340	TROUSDALL	1 (1994)	-	68
OBION	7 .000		4,370	1 S1c01	1.700		2 07
OVERTON.	100		1.920	1 N10N	7.100		1.099
PERRY	t 200		580	VAN BURDA	15 000	7.0	42
PRINTER		12	520	WARREN	1 7100	14	4.041
COLK	. 0110		2,150	WASHINGTON	15. 200	29	13.34
PLTNAM	7 (00	61	4.560	W. VANE	2.500	19	1.36
KHE V	1.200	- (4	2,510	WEARLEY	. 5160		3.090
ROANE	241,61101		8,250	WHITE	. 700	51	1,87
ROBURGADA	7 190		5.680	WILLIAMSON	6.100	5.1	5.14
REPUBLISHED		51	9,520	WILSON	7.690	2.1	5.40
SCOTT	y 8.00		1,970				
SEOL VICIO	910		900	TEXAS			
SEATER	220		3.550		2,723,100	80	2.166,000
SHULBY	500	***	145,890	ANDERSON	7,900	64	5.040
SMITH	2 / 98	112	1.780	ANDRIAVS	5,100	+ 7	2,08
STEWART	1 500		1.290	ANGELINA	11,500	67	7.79



STATE & COUNTY AREANSAS ARCHER 1 240 ARMSTRONG ATASCOSA ALSTIN 2.560 BAILEY 1.750 BASTROP BASTROP BAYLOR BUE 1,170 20,040 151,210 800 150 BOWIL 15,320 15,790 BRAZORIA BRAZOS BREWSTER 780 530 BROWN 3.250 1,940 1.360 * AMERON 29.010 CARSON 1,840 5,930 + HILDRI 88 COLLINGSWORTH 1,190 COLORADO CONTACHE CONCHO 5,760 720 1,040 630 CRANE CROCKETT CROSES CULBERSON DALIJAM 330 DEAL SMITH 2,580 DIMMET EASTLAND ECTOR 400 10.050 67,160 EDW VRDS FLLIS FL PASO ERATH 4,590 PORT BEND FRANKLIN FREESTONE GALATISTON GARZA GILLI SPIF GLASSCOCK GOLLAD 32,700

TATE & COUNTY	HOUSEHOLDS P	TV HOUS	NUMBER	STATE & COUNTY	HOUSTHOLOS		JSTHOLOS IT NUMBER	STATE & COUNTY	101AL 10051 HOLO1	PIRCE	NT NUMB
HDALGO	5,400 17,200	50	3,300	SHELBY	5 300	5.0	2,790 560	ARLINGTON	71 800		67,2
HLL	7.900	7.2	33,890 6,890	SHERMAN	21 200	71	18,230	AUGUSTA BATH	1 400 100		13 6
OCKLEY OOD	6 100	260	4,850	SOMERVELL	500	115	540	BEDFORD			5.1
OPKINS	5,900		1,030 3,600	STARR	2 100	61	1,670 2,010	BLAND BOTETOL RT			8
OUSTON	5.000	11	2,960	STERLING	210)	65	2,010	BRENSWICK	210		1.1
OWARD	9.400	70	7.240	STONEW ALL	5110		630	BUCHANAN BUCKINGHAM			4,7
I DSPETH	70ct 12 trae	43	10.910	SUISHER	2.100	68	480 1.640	CAMPBELL			1.4
PTCHINSON	19 5/0		9,630	TARBANT	17 5 9000		156,540	CAMPRELL	510		18,2
ICN	3100	67	200	TAYLOR	25,300	54	20,030	CARBOLL			2 1
CK80N	1.640		1,420	TERRELL	4111		420 3.640	CHARLOTTI	5000		2.1
SPEB	1.600	67 61	2,410 3,210	TERRY THROCK MORTON	4.400		3.640 580	CHARLES CITY CHESTERFIELD			12.0
FF DAVIS	300	1415	180	TITLS	100		2.930	CLARKE			12.0
PERBOX	. 0 1100	4,	58,290	TOM GREEN	2.200	76	16,890	CBAIG			6
M HOUG M WELLS	1.100		580 4,680	TRINITY	79 200	81	47,920 1.480	CLUBEREAND	-HO		2.3
HNSON	II 300		9,690	PALER	2,500	61	1,780	DD KENSON			1.0
NES	5 800	71	4.110	I PSHUR	4.700		2,980	DINWIDDIE			12.5
UFMAN	900	4+17	2,590	1 PTON	1,640		1,040	ESSLY	* 6410		1,2
O'FMAN SNDALL	7 tell 0	50	5,620 1,240	LVALDE VALABUTUR	1 940	11.0	2,920 2,490	PAUGITER	100		53.4
NEDY	100	78	60	VAL VERDE VAN ZANDT	1,010	40	4.020	FLOYD			1,3
NT	400	Pull 1	240	AICTORIA	10,200		10,080	PREVIONA	5 1000	191	1.3
HR	1 300	0.43	2,590	WALKER	1 [04	72 73	2,970		100		4.
MRLE	1.200	60	720 120	WALLER	3 600		2,330	EBEDERICK OHAS	10 100		8
/XFL	200	54	280	WASHINGTON	1 1000	7/0	3,420	GLOT CESTER	Tiles		2.
EBERG	7 100	140	4, 260	WEBB	15.500	50	9 550	GOOCHLAND	1.400		1,0
OZ.	2.100	0.65	1,390	WHARTON	9,300	73	7.390	GRAYSON	1,000		2
ALL:	12,900	31	6.550 4.760	WHEELER	2 200		29,290	GREENSVILLE	1.586		2
MPASAS	2.000	79 73	2,120	WILBARGEB			3,940	HALIPAN	UN03		2,
SALLE	1 500		1,120	WILLACA	5.100	11	3.270	HANOVER	500		
1.101	5 (400)	11.5	3,470	WILLIAMSON	10,500	24	8,170 2,440	HENRICO HENRY	1 5100	40	84
28	2 200 2 500		1.400	WINKLER	1,100		2,440	HIGHEAND	2.000		10,
SEBTY	7,000	*1	6.590	WISE	1 100	61	3.210	BLE OF WIGHT	1.000		2.
TESTONE	- 3110	fet	3,490	W (001)	1 ×00		3,040	JAMES CITY	2.960		2,3
E OAK	1.000	10	580	YOAKIM	T 200	74	760 3,240	KING AND QUAL:	1 500	25	Ι,
	1 900 I 600	62 56	1.180	ZAPATA	1 000	72	540	KING WHALIAM	1.900		1
VING	1410	241	89n 50	ZAVALA	2 5400	5.00	1 670	LANCASTER	2 .00		10
BBOCK	19.500	51	40.170					LKE	6 00	0.1	4,1
CULLOCH	2,800	7.1	2.060	UTAH				LOI 1001 N	500 100	14	5.0
CLEANAN	2 (40)	189	1,540		241.500	RH	211,830	LOUISA LUNENBURG	100		2.1
MITTLEN	(40)	54	36,550 180	BEAVER	1,000 6,000	43	430 5.450	MADISON	. 100		1,5
ADISON	I to		1.000	BOX ELDER CACHE	10 000	**	5,450 8,840	ALATHEWS.	1.4000		1.4
VICTON	2.20s	73 47	1,600	CARRON	2 100		4,340	MECKLENBURG MIDDLESEX	100		5
SON	1,100	67	940 720	DAGGETT	100	40	40	MONTGOMERY	111 500		9.
TAGORDA	5.000		5.090	DAVIS	14.500	17	13,790	NANSEMOND	13,000	5.0	8.1
ARREST	3,000		1,700	EMERY	1 100		820	NELSON	1 100		2 -
DINA NARD	I 700	7.7 7.7 7.9	3,640	GABULLD	7.00	13	309	NEW BENT NEWPORT NEWS	0.000		44,7
DLAND	18 000		590 14.790	GRANIC	1,600		1,000	NOBTOLK	N 10050		123.
LAM	6,600	82	4,240	HON	2,500	41	1,160 910	NORTHAMPTON	1.000		3,
LLS TUHELL	1.100		1,020	II'AB KANE	700	11	290	NORTHI MBERLANI	2,500		1,3
NTAGUE	3 1400 4,400	5.2	2.810	MILLARD	2,100	50	1,360	ORANGE	100		2.1
NTGOMERY		80 11 82	3,530	PHTE	200			PAGE	1 -100		2
ORE	5,100	42	4,410	RICH	200	12	130	PATRICK	90.1		2.
RRIS	2 400	12 37	1,730	SALT LAKE	105 200	95	102,520	PITTSYLV (NIA	27 ann I 200		20
COGDOCILLA	1,000	0.2	570 4,890	SAN JUAN SANDETE	1,400	19 61	2,060	PRINCE EDWARD	200	70	2.
	10,000		8,720	SEVIER	2 240	61	1.870	PRINCE EDWARD PRINCE GEORGE	2 000		10,0
WTON.	2,300	60	1,390	SUMMIT STATES	1,100	41	1,130	BIRDLESS AZZE	100	- 1	21.
LAN	~ (00) 63 T00	71	4.250	TOOELE	7.100	6.5	4,330	PRINCE WILLIAM PULASIO	200		6.
HILTREE	2,000	79 40	54,910 1,190	LINTAH	2 640	91	1,260	RAPPAHANNOCK	1 20		3,1
MAM	100	77	270	WASATCH	1 300	81	1 050	RICHMOND	10		
O PINTO	17 100	77	13,470	WASHINGTON	2.700		1.130	ROANOKE	1100		18,1
NOLA	7 ison 1,100		5.360	WILKE	Tree	12	130	ROCKINGHAM	700	- 0	4.0
RKED	7.500	70	2,140 5,950	WEDER	-1 8000		29,620	BUSSELL			3.1
RVER	1 400	68	1,220	VERMONT				RUGHT.	5,00		4,3
1.10	2 760		1,400		103,000	Bo	90.810	SHEZAZDOAR	4,010		4.0
FTER	3,500 12 Ino	46	2,430	ADDISON	4 900	86	4,190	SOLTHAMPTON	10.7		4.4
ESIDIO	1 100	45	37,000 670	CALEDONIA	7 300	44	6,460	SPOTSYLVANIA			4,
NS ND VLL	680	11)	480	CHIPTENDEN	18.200	12	5.570 16.670	STAFFORD			2.8
AGAN	7 200	42	5.870	USSEN	1.500	59	1.330	SLASEA	1949		2.1
\L	700	61	58n 430	PRINKLIN	5 100	57	7,020	TAZEWELL			7.0
D BIVER	1.200		2.810	GRAND ISLE	2 400	14	700 2 430	WARREN WARREN			
EVES PTUIO	4 2000		2,800	ORANGE	1.300	-3	3,580	WESTMORELAND		- 0	7,9
BERTS	2 600	19	1.530	ORLEANS	+ 110	+3	4.680	W. Leab.			7,7
BERTSON	100	10	180	RUTLAND WASHINGTON			11 130	WISE			3.3
CIEAN ALL.	1,100	11	2,950 1,090	WINDHAU	12 100	74	10.770 6.430	YORK			4.0
NNELS SK	1.200	1.3	2,850	WINDSOR	2 000	- 13	9.830				
	12 100	68	8,210					WASHINGTON			
	1.700 1.600	10	1.020	VIRGINIA	L016, 100	80	816,210		907,200	8.3	757.1
	1,500	3.7	910	ACCOMPCE	In one	80	6.560	ADAMS	Sen	50	27
BINE N AI GUSTINE N JACINTO	1 600										
BINE N AI GUSTINE N JACINTO	19,180	7.2	7.290	ALBEMABLE	14 900		9,780	BENTON	- 1		15.4
SINE N ALGUSTINE N JACINTO N PATRICIO N SABA	10,100 2.200	72	7.290 1.220	ALBEMARLP	14 900		9.780 5.550	BENTON	1		
BINE N AI GUSTINE N JACINTO	19,180	12 13 70	7.290	ALBEMABLE	14 900	17	9,780 5,550 1,190 3,410	CLARA CLARA	7)=		

	TOTAL	TV HOUS			TOTAL	TVHOUS	
STATE & COUNTY	HOUSEHOLDS	PFR CENT	NUMBER	STATE & COUNTY	HOUSEHOLOS	PER CENT	NUMBER
COWLITA	19.100		13.810	CLU 21.3	1 100	37	930
DOUGLAS	1.500	1.2	2,810	SEAGIT	16.600	7.7	12,770
LERRY	1.189	1.9	760	SKAMANIA	1.800	76	1.370
PRANKLIN	to, 100	7.5	4,610	SNOHOMISH	17,500	3/1	42,220
GARITELD	900	7.0	630	SPOKANE	93,900	40	83,710
GRANT	1 . 100	1.51	10.380	STLVENS	6.100	61)	4,440
CRAYS HARBOR	19 366		13.790	THURSTON	16.500	45	13,960
ISLAND	5,000	5.7	4,260	WARRIAKI M	1.000	61	640
JET PERSON	2,200	-	1.830	WALLA WALLA	13.300	0.8	9,020
KING.	300,200	**	263,370	WHATCOM	21,600	76	18,580
KIISAP	26.346	ndi	23,620	WHITMAN	9.100	7.3	6,610
LITTIT VS	6,100	1.1	3,880	YAKIMA	16.700	15	39,490
KLICKITAT	1,200		2.640				
LEWIS	11.100	1.3		WEST VIRGI	MI A		
			10,800	WEST VINGI	NIA		
PIZCOLZ	1,580	79	2,780		512,300	77	394,890
MASON	5,0000	*1	4,170	BARBOUR	4,100	50	2,580
OK ANDGAN	5.500	143	5.400	BERKELEY	7.8000	5.1	6,340
PACILIE	5. \$460		3.490	BOONE.	7 600	7.7	5.870
PEND ORGITAL	2,300	70	1,600	BRANTON	3,500	55	1,910
PTERCI	95 000	521	85.360	BROOKE	6,710	9.1	6,230

Budweiser's Dollar buys More



Thank you, Harry Renfro of D'Arcy for the opportunity to prove that WKOW is "First in selling a buying Madison and Southern Wisconsin. Ben Hovel

General Manager

hitting merchandising that paid off. Personal calls and mailings to every area tavern, liquor and grocery store by WKOW's dynamie Merchandising Director Jim Miller . . . more than double the number of 'Pick a Pair' action displays put up than we hoped for. . . .

".... with on-the-spot, hard-

from 'Wisconsin's Most Powerful Radio Station' gave us the extra strength we needed for real market penetration. . . ."

"This kind of selling help

Al Frank Frank Beer Distributors, Inc. BUDB EISER BEER

Represented Nationally by Headley-Reed

TV-@

RADIO - 10 KW - 1070

FATE & COUNTY	TOTAL	TV HOUS	
VBELL.	-1 100		31.540
ATTOURY	1.700	63	1,200
11.	3 200	65	2,080
OPDRIDGE	1,460	.56	1,070
AVETTE	20,100		15,120
HAILER	1.500	52	930
HANT	2 000	56	1,150
REENBRIER	> 900	7.5	6,660
MIPSIBRE	2.N00	59	1,640
AMPSHIRE	10 100	9.1	9,240
ARDA	2.000	7.4	1.150
ARRISON	22 000	1/3	13 830
ARRISON WKSON	3,500	63	2,090
SPLERSON	1.200	46	3,610
ANAMILA	76.980	40	62,750
EWIS	1,100	7.	2.560
INCOLN	1,600	45	3,890
DGAN	17,800	3.0	14,310
PIOW FLL	20 000	76	15 250
ARION	10 1.00	10	15 770
		10	7.860
VRSHALL	5.900	×4	4,980
ARON		7.5	15.310
ERCER	20,260	20	3 240
INERAL	11,000	81	8.870
1NG0			
ONONG VEEV	11-200	5.1	13,190
ONROE	2,946	164	1.230
ORGAN	2,000	10	4,220
ICHOLAS	6,500	65 92	20,890
100	22,746		
ENDLETON	2,640	75	1.150
LEASANTS	1.300	72	930
OCAHONTAS	2 600	57	1.490
RESTON	2 1440	67	4.000
U12.171	7 000	N I	4,220
VERTOR	23 100	171	15 900
ANDOLPH	7.100	GH	4 250
PERMIT	2.700	52	1,490
OANE	3 600	63	2,270
L'AIMERS.	1.100	61	2,620
AYLOR	1,260	67	2.810
LCKER	2 100	7.8	1 210
YLER	2.300	7.1	1 640
PSHUR	1,700	59	2 760
ANNE	> 560	91	6.880
EBSTER	3.500	7%	2,198
ETZEL	1 500	71	3,210
1077		65	710
18T 300D	-5 300	65	17 250
VOMING	9.208	7.0	6 440
VISCONSIN			
	2 2 2 4 000		.008 620
	1 134,900		
DAMS	2,200	7.2	1.580
SHLAND	5 100	5.0	4.320
ARRON	10.300	53	8,570
AVELED	1 900	7.5	2.480
ROWN	2 100	92	29.810
LPFALO	1.700	<1	3.100
LENETT	2.100	77	1,610
MAMER	1.5010	90	4,400
HIPPTW V	12,100	×1	10 450
LARK	5.1110	19	7,010
OLI MBIA	12.200	>3	10,130
RAW FORD	200	71-	3 180
AND	G0.700	**	
HEREIT.	17 200	9.5	15 740
OBB	d 1m)	900	5,500

AMS	2,200	72	1.51
HEAND	5 100		
RRON	10.300	53	8,5
ATTELD	500	7.5	2.41
27/03	2 100	92	29.8
FFALO.	1.700	4.1	3.11
RNETT	2.100	77	1.6
LUMET	1 *010	90	4,40
HPPTW V	12,500	5.1	10.4
ARK	5, 1110	7.9	7.0
LEMBEA	12.200	53	10.13
AWFORD	200	71-	3.11
NE	140.700	**	52.5
DIGIC	17 200	9.5	15.7
IOB	< 100	910	5.5
01 GLAS	11.500	24.	12.3
.//.	7 108	N. S.	5,9
T CLAIRE	17.900	740	16,11
ORENCE	500		9
ND DU LAC	21,200	90	19.0
HUEST	1 900	7.6	1.1-
LANT	12 400	40.0	10.3
FFX	7 1001	2.2	6,0
LEN LAND	1 599		2.6
11.1	5 200	75	4.11
05	2 400	50	2.0
Closes	2 100	51	3.3
FFERSON	To 200	42	14.8
VEAL.	5 (940)		3.5
NOSILA	50.500	12	28.1
O AUNED	1 100	90	4.4
CROSSE	200	35	18.1
LAMITED	100	*2	4.4

	TOTAL	TV HOUS	EHOLDS
STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER
RACINE	59.500	90	36,640
RICHIAND	5.200	7	3,920
ROCK	3700	87	31,230
RUSK	1 300	7.5	3,230
ST. CROIN	7,200	1/1	6.520
SALK	11,400	85	9.700
SAWYER	3,000	26	2,270
SHAWANO	9.000	247	7,730
SHEBOYCAN	28,200	9.2	25,830
TAYLOR	1,600	7 -	3,450
TREMPEALEAL	7,400	8.1	6,010
VERNON	7.300	76	5,540
VILAS	2,300	7.5	1,720
W TUMORTH	15.800	91	14,450
WASHBURN	3,300		2,540
WASHINGTON	12,000	9/3	11,150
WAUKESHA	38.200		35,650
WAIPWA	11,200		10,190
WATSHARA	31,700		2,830
WINNERAGO	30.900	50	27,660
WOOD	15,800	3.7	13,170
WYOMING			
	100.000	58	57,960
ALBANY	7,000	36	3.900
BIG HORN	3.700	19	1.820
CAMPBELL	1.300		560
CARBON	5.200	60	3,110
CONVERSE	1,600	5.9	920
(ROOK	1,200		520
FREMONT	6.300	50	3,120
GOSHEN	3,700		2,090
HOT SPRINGS	1 81111		880
JOHNSON	1.100	100	640
LARAMIE	17 200		14,400
LINCOLN	2.300		1.200
NATRONA	15.700	- 15	8,980
VIORRABA	1.200	91	610
PARK	7,000		3,590
PLATER	2.100		1.200
SHERIDAN	6.300		3.120
SUBLETTE	900		380
SWEETH VIER	1 7000		3.240
TETON	5110		410
UINTA	1.70%		260
WASHAKIE	2.000	14	1.150
WESTON	2, 00		088

TERMITOL

(Cont'd from page 43)

Monday through Friday on Cordic's morning show, "Cordic & Co," (6-10 a.m.), and on weekends (run of station). The next week, 20 spots are heard Wonday through Friday on run of station, 6 a.m. to 8 p.m.

 Other markets: 15:25 spots per week on WWVA, Wheeling, West Airginia; WSTV, Stenbeuville, Ohio; WJAC, Johnstown, Pa.; WKBA, Youngstown, Ohio; WMBS, Uniontown, Pa.; WMBA, Ambridge, Pa.; WKBZ, Oil City, Pa.; WIJB, Greensburg, Pa.

In general, the agency bought time on stations carrying either the Pittsburgh Pirate or Cleveland Indian baseball games, considering this a surefire way to attract homeowners.

Now past the midway point in its campaign, the Termitol people see this spring as their most successful in four years, with their biggest May in 25 years. They measure the success of the radio spots in three ways:

(1) The big response to the "phone for free inspection" pitch, and the even distribution of the calls. Heretofore, there was always a tail-off. (2) Large crowds attracted to the mobile display (on two recent days in Pittsburgh, an attendance of 5,000 was chalked up). Record crowds were attracted to the exhibit throughout the entire broadcast area.

(3) Actual sales: If the warm weather holds up in Pittsburgh, Termitol will chalk up its Figgest volume of business in its 25-year history, An unprecedented number of "preventative" jobs is reported.

Exhibit personnel say that visitors frequently mention the radio spots, hucidentally, the spots do double duty. To add to the carnival flavor of the whole thing, the spots are played over a lond-peaker from the trailer as it moves through the streets.

Point-of-sale material is the complete cast of characters inside the trailer: live termites, models of powder-post beetles, carpenter ants, old house-horers. Also included are samples of their work.

Robert Dickey, v.p. and account executive at Price & Price Says the complete integration of newspaper, trailer, and point-of-sale with the radio campaign is what made the termite carnival a sales success.

Announcing...FM RADIO & MULTIPLEXING SEMINAR

June 4, 5 and 6, 1959

CHAMBERLIN HOTEL -- OLD POINT COMFORT, VIRGINIA

Over 125 FM Radio Stations operators, Multiplexers and Background music operators are already registered....

MAIL YOUR REGISTRATION to.





Nothing succeeds like selling for one's advertisers...the big reason why KNX Radio's first quarter local sales have shot up a full 36% over the same quarter last year! (And first quarter '58 was 12% over the same '57 period!) Good broadcasting means good business. More than ever, KNX is Southern California's leading radio station - in quality programming, attentive audiences - and in commercial success!







REPRESENTED BY CBS RADIO SPOT SALES



WASHINGTON WEEK

16 MAY 1959

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PUBLICATIONS INC.

Another evidence that Congress usually doesn't put money where its mouth is: After a year of probes into ad practices and vigorous questioning of the Federal Trade Commission on why enforcement isn't stronger, the House Appropriations Committee has proposed to cut funds requested for the FTC.

The Committee split the difference quite nearly between the amount the FTC has available in the current fiscal year and the amount the administration requested for fiscal 1960. The vote was to give the FTC \$230,000 more than the current year and that same amount under the budget request, or a proposed total for fiscal '60 of \$6,745,000.

Of the \$460,000 increase FTC asked, \$144,000 was to go for increased ad screening.

The FCC met a similar fate. During the current fiscal year it has \$9,759,904 available. It asked \$11 million for the coming year, with much of the added money to be used to reduce application backlogs in AM radio. The Committee voted the FCC \$10,400,000.

.

The FCC's probe into network programing practices, before chief hearing examiner James D. Cunningham, last week built a record out of the facts already submitted by the webs to the Barrow network study group.

Then the hearings adjourned indefinitely, at least until July, and perhapsumil the Fall.

No new information was requested or received at the first sessions.

Filing time came around again on the question of whether daytime-only radio stations should be permitted to operate longer hours.

The FCC has only recently concluded that a Daytime Broadcasters Association proposal that these stations be permitted to operate from 5 a.m. to 7 p.m. would cause more interference and lose more service than it would gain.

The earlier proceeding was an all-out "tulemaking" one. The current proceeding is merely an inquiry as to whether the FCC should get into full-scale proceedings on whether or not to permit compromise 6 a.m. to 6 p.m. operation.

Arguments were much the same: The full-timers argued that the daytimers would interfere with the full-timers and even with themselves; the daytimers argued that people no longer listen to distant stations when they have a local station available.

-

The Appeals Court has held that off-the-record approaches to FCC commissioners are just as serious in so-called rulemaking proceedings as in contests for channels.

With this ruling, it set the FCC off on reconsideration of the shift of ty channel 2 from Springfield. Ill., to St. Louis, Mo.

This was the case—involving Harry Tenenbaum—which was probably more sensational than the Miami channel 10 affair when it was heard by the Harris House Commerc Learstative Oversight subcommittee. Testimony included buying FCC commissioners lumches and Christmas turkeys for two consecutive years.



FILM-SCOPE

16 MAY 1959 Copyright 1959 SPONSOR PUBLICATIONS INC. Don't be surprised if tape syndication limits itself to a circuit of 30 or 40 top cities rather than aiming for the 200-plus market coverage enstomary in film.

Fixed handling and print copying costs are much higher for tape than syndication, which immediately makes it unprofitable to syndicate tape into the nation's very small markets.

Furthermore, it's harder for smaller stations to handle tape properly and grope with such problems as integrating tape programing and film commercials.

But don't forget that tape still has kinescope as a sister device for solving its small-market problem.

A flarry of 60-minute shows tapping new entertainment sources cropped up last week.

United Artists tv came out with a dramatic anthology which would utilize Hollywood producers, talent and story material to which it has access.

Screen Gems slanted two new shows at golfing faux, both with PGA backing, Match Play and Medal Play, and offering up to \$1.25-million in cash prizes to golf winners over a threeyear period.

Look for syndication spending to pick up after I June, by which time network problems will have been largely gotten out of the way.

The dilemma of film buying has been to sew up time as soon as possible to assure the best availabilities while trying to hold off film buying as late as possible to capitalize on film market opportunities.

One solution: buy the time as early as possible, then buy the film as late as is practical.

As generally realized, the station itself can have a substantial influence on the future rating record of an established show.

Just as a case in point take the switch in New York recently of Ziv's Sea Hunt from WCBS-TV to WABC-TV at 10:30 p.m. Saturday: it lost more than 50% of its rating in the process.

On April 25, WARCTV played Sea Hunt for the first time, and on that night WCBS-TV, which pushed the show off in anticipation of the coming debut of Markham, put in a feature film, "Key Largo."

Here are the week-by-week ARB reports on how andiences were more loval to the station than to the show:

DATE	WCBS-TV	WABC-TV	SETS-IN-USE
4 April	26.9 (Sea Hant)	1.8 (Billy Graham)	53.7
11 April	23.4 " "	0.1 " "	49.1
18 April	27.1 " "	3.2 " "	53,5
25 April	20,1 (Key Largo)	11.5 (Sea Hunt)	46.1



Screen Gems' Rescue 8 will go into a second year of production, even though it's been supported for the most part by local rather than regional money.

The so-called rule is that only shows with mammoth regional renewals merit into a second year, but many other shows in the last year have also been exceptions; MCVs Mike Hammer, CNP's Silent Service, and ABC Films' 26 Men.

Falstaff and Dancer-Fitzgerald-Sample have inrucd out to be an asinte bellwether of programing trends in syndication.

For many seasons, with one brief exception, Falstaff backed an MCA show with Rod Cameron as star.

Three years ago they typified the shift from detective shows to westerns by discontinuing City Detective and putting Cameron into State Trooper.

Now Falstaff has reportedly bought Coronado 9, also starring Cameron, symbolizing, apparently, the twilight of the Western's popularity and the ascent of the detective show.

*

A number of local tv spenders caught with the problem of making a brand new decision on program buying have turned to complete sponsorship of local feature film programs as a predictable investment.

Schaeffer beer, for one, which found itself with unspent tv money as a result of the shuflle of New York baseball teams, has turned to sponsorship of six Saturday night feature films a year on WCBS-TV's Late Show.

Each of the shows were Academy Award winners when initially released.

then selling series out of them after the pilot has already gone on the air.

Look for an increasing trend towards putting pilot films into anthologies and

Advantages of the scheme are (1) pilot costs are absorbed even before selling starts, (2) there's no mental-block for the potential buyer since someone else has already had the confidence to pay for the episode and air it, and (3) there's nothing left to dispose of in the event the pilot doesn't sell.

COMMERCIALS

There's been an increase of up to 20% in the cost of producing commercials today compared to five years ago, but it's as much due to new creativity as the higher cost of daing business.

The range of the minute commercial has climbed from \$2,000-12,000 to \$3,000-15,000 since 1954 with the simple live-action spot taking the step up from the \$2,500-3,000 area to \$3,000-4,500.

While talent has increased as much as 85% and processing up to 50%, there have been some areas such as animation which have gone up only 5% to 10%.

(For details, see p. 10, this issue.)

Film commercials producers with a yen to diversify into programing are finding their film background an obstacle with the unions regarding video-tape.

Van Pragg Productions, for example, made an audition film of the Ad-Libbers, a live improvisation show with Broadway actors, even though such a show was a ripe prospect for tape treatment.

PONSOR • 16 MAY 1959



SPONSOR HEARS

16 MAY 1959
Comprises 1856
SPONSOR
PUBLICATIONS INC.

Revion can't help but show a solid profit for the current quarter.

It's unloaded—very comfortably—60% of the Scheering Co,'s stock it acquired not so long ago. Likely reason for selling: It couldn't gain Scheering control.

Don't be surprised if IBM comes into ty this fall as a co-sponsor with Bell & Howell of the hour news specials which CBS has scheduled for prime time.

If IBM doesn't pick up its option this week, an oil account is ready to move in.

Arthur Godfrey's indefinite hiatus, because of his operation, aheady is giving CBS some economic problems.

An agency with a couple accounts in Godfrey periods has asked the network to readjust the talent end of the bill.

Another myth laid to rest: that each division of General Motors operates as a completely autonomous unit.

Among the contrary evidence: All agency recommendations for ty network campaigns in behalf of a division must pass nurster at the corporate level.

One of the ty networks patently means business when it states advertisers next season won't be able to pull out of a contract with impunity.

There's a clause in the 1959-60 time contract which makes it mandatory to shortrate the advertiser \$1 million if the full terms are not met.

Contrary to reports, General Foods has still a continuing interest (as well as investment) in MGM's pilot, Father of the Bride.

MGM TV described as baseless trade talk that GF had decided to pay off its share of the pilot's costs and drop out of the project.

An accumulation of internal personal rifts may force the resignation in the near future of the sales v.p. for an important syndicator.

Included among the "indictments": (1) Fullure to take the initiative on decisions; (2) the practice of letting subordinates arrange deals so that he can step in the last minute to sign the contract—this taking away the credit.

The two advertisers will likely resolve the argument, but the American Dairy Association (Campbell-Mithum) doesn't favor having Pharmacenticals as a co-sponsor of the Lawrence Welk Thursday night show.

The ADA doesn't think that Geritol and tired blood mix very well with milk and milk products.

In other words, notes the association, you can't gracefully pitch milk-for-energy one week and Geritol-for-energy the next week.



"In Broad Coverage Plus Influence, Station WSM is Right at the Top..."

Says Joan Rutman, Grey Advertising's Media Manager for Southeast Greyhound

In the photograph above, Bluir's Bud Neuwirth checks out the latest WSMpire Market Data with Joan Rutman. Greyhound Media Manager and J. L. Laube, Southeast Greyhound Account Executive, both of Grey Advertising Agency.

Grey Advertising backs its belief in the coverage and influence of WSM by using pre-Grand Ole Opry time (7:00 — 7:15 P. M. Saturdays) to sell the comfort, convenience and economy of Greyhound travel to the biggest single radio station audience in America.

If you want to put the "coverage plus influence" of one of the Nation's great Radio Stations behind your product, call Bob Cooper or any Blair man. Ask for proof that WSM actually has measurable audience in more than one fourth of all the counties in the entire United States!

WSM Radio

Key to America's 13th Radio Market

50,000 Watts • Clear Channel Blair Represented Bob Cooper, Gen. Mgr.

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

SPONSOR • 16 MAY 1959

WRAP-UP

NEWS & IDEAS PICTURES

TAKING OVER THE CONTROLS during the NABET strike, Mary Kilday, sls. svc. mgr., WRC-TV, Washington, D.C., gets low-down from L. A. McClelland (I) opns. dir., John Lavan, bus, mgr.



HOMEMAKERS HOLIDAY, day-long event conducted by WRAP, Norfolk, attracted visitors (I to r) John Riley, Lever Bos.; Leola Dyson, WRAP's women's director and Clarence Holte, BBDO



ADVERTISERS

Gasoline and oil companies in 1958 spent 826,5 million in ty—a 9.3% increase over their 1957 spending.

The total gross expenditures by petroleum advertisers spending \$1 million or more in tv in 1958;

	1958	G CHANGE
L COMPANY	(add 000)	'58 vs. '56
NETWORK &		
SPOT)		

Atlantic	81.144.3	-141%
Esso	2,338.9	- 74
Phillips	1.595.1	$-158^{\epsilon}e$
Shell	3.272.4	+ 64%
Standard Cal.	1.004.1	$\pm 112\%$
Standard Ind.	1.621.0	\div 14 $^{e}\epsilon$
Texas	1.860.5	- 77°c
Sunoco	1.970.2	-30277
Socony	1.711.2	→ 39%
Gulf	2.165.0	60

Source: Spot tv: TvB-Rorabaugh; Network tv: LNA-BAR



MILLION-DOLLAR FIRE at nearby chemical company was picked up recently by WDAF-TV (Kansas City) cameras via telephoto lens, later put on video tape for NBC TV



FIVE-HANDLED SHOVEL helps five d.j.'s at CFPL, London, Ont., turn up the sod for the station's new 10,000-watt transmitter

Campaigns:

• Paper Mate Co., out of FCAB, is currently in the midst of a big spring and summer pash to cover Fathers? Day and graduation, with population of the paper of the sumprign. They are using 33 network tr and radio shows, with multiple exposures on People Are Franzy, Friday Night Fights, Grancho Mary and American Bandstand. Paper Mate's next big campaign will come up in September, with a backeto-school them.

 Lutz Tire & Supply Co. kicked off its 60-day dealer promotion last week. Dealer enthusiasm will be boosted via a contest sending the winner to Las Vegas. Preduding the eampain will be 1,000 radio LD.'s, followed by self-smilers to the dealers with full contest rules. Agency: Dan Lawrence Co. San Diego.

 Lestie Salt's Fingertip-Pak, introduced in the West last November, will begin a new campaign in the Intermonntain states. It will follow the same pattern as the initial campaign: Print plus concentrated to buys. Agence: Honig-Cooper, Harrington & Miner.

• Nulley's Montain Co., for its Potato Chips, is launching a stoweek "Vacation Fun" contest, via the Intermonatain Radio Network. Each of the 16 stations involved will conduct six one-week contests at the local level, with winners qualified for the big prize; vacation trips. Agency: Pacific-National, Seattle.

 Promotion stunt the biggest for Lever's Breeze, will feature as the first prize the winner's height in dollar bills. The contest, aimed at consumers, is a 15 words or less whybike statement, to be promoted in June via spot network ty and spot radio.

Meeting note: The ANA national open meeting will be held 21-22 May at the Edgewater Beach in Chicago.

Theme: Advertising as a dominant force for national economic growth and prosperity. Strietly personnel: New top operating responsibilities in the Vick-Products colds business; v.p. Ernest Zohian, placed in clurge of over-all advertising for colds products and v.p. Albert Elius mow directs nerchandlising strategy, sales and salespromotion for that division . . . F. E. Teeter has pioned Capital Villines, Washington, D. C. as assistant to the director of advertising.

AGENCIES

This has been an active week for termination notices.

Within the space of a couple day-Madison Ave, was notified of these coming divorcements: Hudson Paper (\$2-million) from Norman Graja & Kummel; Northam Warren Gorp. (\$1.5-million) from Dode Dane Bemback and Eagle Pencil (\$750,000) from BBDO.

Agency appointments: Whitehall Labs' Dristan and test products, bill-



A CONTEST TO FIND A CONTEST run by WUSN-TV, Charleston, S. C., among timebuyers got winner 888's Grace Porterfield free air ride! Presenting tickets are Bob Graf [r] and Zang Golobe, of Select Station Reps



JUST TO SAY 'THANK YOU', Phil Williams (r) throws party for ABC Films' employees before leaving to join UA-TV. Shown here with Williams, Henry Plitt, pres., ABC Films, Lee Francis, promo-adv. dir.

ICE 'NEATH THE PALMS was the setting in which KNX, L. A., a.m. personality 8ob Crane selected skelers to appear in his Ice Capades act. Station set the rink in front of its studio, to catch Crane in action, assisted by Ice Capade lovelies Karol Lee (1) and Shirley Edgcomb



sponsor • 16 may 1959



BROADCAST TIME SALES

New York . Chrcago . Detroit . San Francisco

DORA-CLAYTON

Los Angeles



in: \$7 million, from Bryan Houston to Tathann-Laird. Chicago (See "Newsmaker of the Week," page 4, and \$19OASOR\$COPE for more details. Borg-Warner Corp.'s institutional advertising, billing \$1 million, from JWT to Clinton E. Frank, Chicago . Mars Oil Co., to Allmayer, Fox & Reshkin, kansa Gity . Leen Ganning Co., maker of Tabby Cat Foods, to The Bresnick Co., Beston . . . The Welzendon Corp., headquartered in Dallas, to Honigetooper, Harrington & Miner, San Francisco.

They were elected v.p.'s: Bill Treadwell, v.p. and manager of the bublic relations department of Leo Burnett, joins Grey Advertising a v.p. in charge of special assignments... Paul Freyd, director of marketing and Robert Stefan, manager of the Hellywood office, to v.p.'s of BBDO... Ernest Byfield, Henry Covington and Franklyn Dyson, to v.p.'s of Ellington & Co... Edward Garvey, to v.p. and account executive at Lennen & Newell ... Ruth Graze, v.p., sales promotion at Myin Epstein Advertising, Washington, D. C.

Other people on the move: Clifford Dillon, to head the new creative board at Compton . . . Ern Westmore, Hollywood make-up man, to creative director of radio-ty production at Product Services, New York . . Bud Hemmick, to executive art director of the New York office of K&L . . . William Reese, t director of radio and tv for Friend-Reiss Advertising, New York . . . William Callender, to converous supervisor for D.F.S... Fred Cammann, to ty commercial producer: J. Stuart Dovle, to account executive and Paul Walsh, to copy group heal at Compton . . . Len Levy, to head raboty production for North Maxertisma, Chicago . . . Frank Callahan, to account executive for Ailmayar, Loy & Reshkin, Kansas

Resignation: J. Raymond Lenahan, from Grant Advertising where he was y.p.

FILM

Sports and hobbies figured importantly as new subjects being

tapped in film programs unveiled last week.

Among these shows were the

following:

- Lake-ide Television's Hobbies in Action.
- Guild Film's 60 minute Jai Alai
 (video-tape).
- Jerome Balsam Films' The Big Red Vile, on harness racing.

Programs: Phil Silvers Show goes into off-network syndication via GBS Films . . . Bernard L. Schubert will make and distribute a comedy series entitled lievander the Great, starring Jonathan Winters . . . TV Spots reports a production record in animating close to 1.3 million feet of film in slightly more than one year on 260 episodes of Crusader Robbitt.

Sales: Good-on-Todman's The Rebel sold to ABC-TV for P&G and L&M . . . Screen Gems' Undercover Man to CBS TV for Pharmaceuticals, Inc. . . . WPIX. New York, purchased Flamingo Films Deadline plus additional Three Stooges comedies from Screen Gems . . . Trans-Lux TV's Felix the Cat series to Triangle stations WFIL-TV. Philadelphia; WNBF-TV, Binghamton: WNHC-TV, New Haven: WFBG-TV, Altoona; KFRE-TV, Fresno: and WLYH-TV, Lancaster . . . NTA reports sale of Bishop Sheen series to Twin City Federal Bank in Minneapolis-St. Paul on KMSP-TV: and to stations KTNT. TV Seattle: WISH-TV. Indianapolis; W.W.T.-TV. New Orleans: and WJR-TV. Buffalo: also reported were other video-tane syndication sales on Peter Potter's Juke Box Jury to Magnolia Builders in Indianapolis, Louisville and Flint, to Canada Dry in Denver on KLZ-TV, and to stations WBBM-IV. Chicago: KFJZ-TV. Dallas and KTNT-TV. Seattle.

Trade note: Carl Reiner will be MC at FPA awards dinner in New York this week.

Commercials: Robert Lawrence
Productions reports a rise in the use
of big-mane talent in commercials
... Commercial Recording Corp. of
Ballas. Texas, has named Dick Morrison general sales manager and
Bob Farrur has been made a v.p.
... Unis: Makers added Charlence
DeMar to its service department ...
(Sifford Animation is promoting itself



with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . appealing to the entire family, motivating the entire family, Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience and the advertiser.

Contact the Meredith Station manager or the rep \dots get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY KCMO KCMO-TV The Katz Agency SYRACUSE WHEN WHEN-TV The Katz Agency KPHO-TV PHOFNIX KPHO The Katz Agency AHAMO WOW WOW-TV John Blair & Co. - Blair-TV TULSA KRMG John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

SPONSOR • 16 MAY 1959

with a series of messages posted on the box of the shoe-shine man who serves J. Walter Thompson in New York.

Strictly personnel: Arthur Gross named sales v.p. of Flamingo Telefilm . . . John B. Lauria to press department of Lou Smith Organization.

NETWORKS

CBS TV will schedule regular one-honr informational shows once-a-mouth in prime evening time this fall.

So reported CBS president Frank Stanton before the Ohio State University Institute for Education and Badio Tv.

The network's future plans; in the following year make this a bi-weekly, and after that, a weekly, program"if networks are permitted to maintain their present structure."

(See SPONSOR HEARS for prospective spousors.)

In agreement: All tv network presidents expressed themselves as favoring Schator Vance Hartke's bill to

BROADCAST INDUSTRY EXECUTIVES ONLY!

Remember the old adage: "If you want anything done right —do it yourself?"

Not really! You can be smart.

You can hire this female assistant

A gal whose assets include: • action-packed career in the

- important phases of radio to film

 • creative skills and experi-
- creative skills and experiences
- a love for the industry
- a love for her work and responsibility
- the will to put job before money

If you don't want TO DO ALL JOBS YOURSELF— Inquire SPONSOR, Box 5 for immediate delivery of facts.

This is a gal in a hurry to meet you! amend Section 315 of the Federal Communications Act, which makes equal time for all political candidates mandatory.

ABC TV president Ollie Treyz, at the University of Missouri's School of Journalism, urged the radioty students to adopt the "Jeffersonian approach to ty programing."

The Jeffersonian approach, as opposed to the Alexander Hamilton proach, said Treyz. "makes the producer conscious of quality from the stand-point of the people. The opposite attitude is taken by critics who think they can determine arbitrarily what the people need and should get from tv."

New network ty business: Robert Taylor's Captain of Detectives bows on ABC TV 16 October for P&G (B&B) . . . Mystery-adventure series Johnny Staccato will air 10 September on NBC TV, for alternate weeks with R. J. Reynolds (Esty) . . . Three sponsors for ABC TV's Chevenue, which moves to Mondays, 7:30-3:30 on 21 September: Johnson & Johnson (YAR), Ralston Purina (Gardner) and National Carbon (Esty) . . . Barelite and Barelay Products (Gore Smith Greenland) for spots on NBC TV's Today, to run 1 June through October . . . General Mills (DFS), for four quarter hours per week of a Monday through Friday 5:30-6 p.m. ABC TV series, (For further details, see SPONSOR-SCOPE, 2 May.)

Network it renewals: Ford, National Bisenit and R. J. Revnolds for next season of Wagon Train, NBC TV..., Continental Baking (Bates) for another year of Indisponsorship of NBC TV's The Horedy Doody State . . . , PAG (BRI) will join American Tobacco (SSCB) next season on Tales of Wells Fargo, MBC TV.

Five new sponsors for ABC Rudio: Union Carbide, General Foods, Savings & Loan Foundation. The R. M. Hollingshead Corp. and Engene Stevens. Inc., plus Cadillac's renewal of John Daly and the Verce.

Thisa 'u' data: The true cases of Raymond C. Schindler is the subject for a new ty series to be produced by H. Pierson Mapes, president of Creative Merchandising Co. . . . On the specials front: The Golden Circle, one-hour live musical starring Eydie Gorme and Steve Lawrence is scheduled on ABC TV 25 November, for John Oster Mg. Co. (Brady) . . The Bob Cammings Show, now in its fifth season on nightline tv, acquired by ABC TV for its daytime lineup, starting October.

Network affiliations: Mutual and the Yankee Network have completed preliminary arrangements for direct affiliation, involving a five-state area . . . KGB. San Diego, to ABC Radio.

Kudos: To NBC TV's Omnibus, for "Capital Punishment." the Vystery Writers of America's Edgar Award ... To ABC TV's Open Hearing, the National Association for Mental Health's special award for "service in the fight against mental illness."

REPRESENTATIVES

Because of the great demand today for minutes and spot, this observation is timely:

A tabulation by The Katz Agency of 239 tv stations found 85 instances where minute rates differed from 20-second rates.

Katz see this as "a trend developing toward the establishment of different rates for minutes and 20-second announcements."

Based on a sample of all stations, this is currently the average difference:

Peters, Griffin, Woodward is distributing a "Summertime is selling time" marketing kit to its radio "Colonels" as sales-stimulators. The kits highlight these facts: Ra-

dio is the only medium that increases its audience during the summer; over 55 million radio sets are used for out-of-home listening; out-of-home listening is over 25% higher than inhome listening during the summer months.

Rep appointments: KROW, San Francisco-Oakland, to the Daren F. McGavren Co. . . . k-EZY, Orange County, Cal., to Bob Allen, for the San Francisco area and Jack Maslafor the East.



WFBM-TV more than doubles your Indianapolis potential

for every 10 cars in the Indianapolis Trading Area... there are 13 in its Satellite Markets.

Maybe hard to believe—but true! Well-heeled Hossier car owners in the big 18-county Indianapolis Trading Area are "out bought" by families in Satellite Markets. Sales potential per advertising dollar spent is bigger here than almost any market—and Mid-Indiana is big. That's why the Indianapolis Television market is different!

Where else will you find satellite markets that are 33°

only basic NBC coverage of America's

13th TV Market -760,000 TV homes

INDIANAPOLIS—Major retail area for 18 richer-thanaverage countles. 1,000,000 population—350,600 families with 90% felevision ownership!

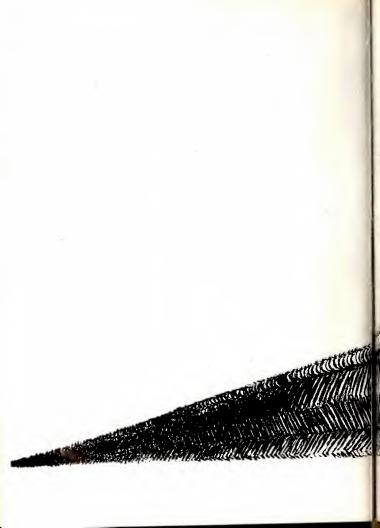
11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncle • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

richer and 50", bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from one central point... and by just one station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study *3 confirms these facts . . . and we're proud of our ARB. Let us show you how to test regional marketing ideas with amazing results.

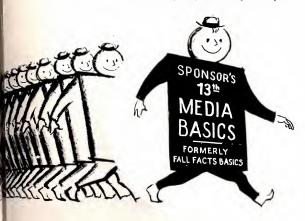
Represented Nationally by the KATZ Agency





TIME & THE TIMEBUYER

Today's timebuver (whose job is more demanding than ever) is involved in far more than a rating. Alert station managers and sales managers visiting New York and Chicago note with interest that many new factors are influencing the buying decision. SPONSOR's Timebuying Basics, Radio Basics, Tv Basics and Film Basics (key sections in MEDIA BASICS) provide a fistfull of handy tools to help the buyer make his decision with a minimum of waste effort. The 13th Annual MEDIA BASICS (formerly Fall Facts Basics) is the only workbook of its kind. Your ad message in MEDIA BASICS guarantees call letter recognition for your station. Regular rates apply. Out 18 July. Enter your reservation today for your best buy of the year.



is the most effective sales force in the CHICAGO NEGRO MARKET with Chicago's Greatest Air Salesman

1490 kc, 102.7 mc.

represented by Stars National, Inc.



Same ownership as WDIA - Memphis

KOSI put the DARNDEST SOCK in Denver Radio



In Denver the influence station is KOSI. Because KOSI has listener layalty, the folks with money to spend respond to KOSI advertisers—and buy!

Contact Petry about 10" discount when buying KOSI and KOBY, Son Francisco! For Greenville, Miss., it's WGVM.

KOSI

5000 Watts Denver is KOSI-land!

Plan to stay at the Imperial Motel, 1728 Sherman, downtown, when in Denver after July

Mid - America Broadcasting Co.

New offices: The Bolling Co. has opened headquarters in Memphis and Atlanta with Cevil Beaver in charge of the Southeast, and in Denver, with Mary Briley covering Colorado and the Mountain states.

Strictly personnel: Douglas Yates, to Tv Advertising Reps as an account executive . . . Robert Me-Carthy, to the Chicago office of AM Radio Sales.

RADIO STATIONS

Radio stations were urged last week to concentrate on fighting with the medium's competitors, and not with each other.

The advocate: Stephen Labouski, general manager of WMCA, New York, before the Peoria Advertising Club.

His observation; "If radio men aren't fighting with each other about music then its apt to be something elsess double spotting, taking mail order copy, having too many rate cards, appealing only to teen-agers, raising rates too often, and the like,

"By concentrating on the enemy, and not on each other, we might increase radio's share of the advertising dollar, with more for everybody."

What a couple agency people think is a reason for radio stations losing some advertising dollars:

They do not provide ad agencies with the proper types of market analysis and qualitative data.

The agency people: Earl Timmons and Shirley Crowder, of Stromberger, LaVene, McKeuzie. Their comment was made at the Southern California Broadcasters. Association meeting.

More than 4,000 students, broadcasters, and faculty attended the first broadcasting day sponsored by the University of Florida's School of Journalism and Communications.

Among the headliners present: John Day, CBS Director of News: John Day, CBS Director of News: Harold Kielstein, president, Plough Broade-sting; Matthew J, Culligan, NBC's executive v.p.: Dr. Robert Hudson, v.p. in charge of program ing, National Educational Tv and Radio Center: and Charles Fernandez, president, Florida Association of Broadcasters.

Ideas at work:

 They've buried the competitive hatchet: To promote National Radio Month. Cleveland stations KYW, WHK, WIW and WDOK have joined forces for a campaign aimed at advertisers and agencies. Along with sending cyceractining maliers on the advantages of their markets, models will be delivering "Martini Bags" to admen—a ready-aude cocktail, comlipte with olicy, scaled in plastic.

For mustache-dovers only; Ted McKay, d.j. on WKRC. Cincinnati, grew a handle-lar mustache the other week, and is persuading other males to do likewise and join his mustache chul. To promote it, station hired a bearded lady to circulate in the downtown area, stopping mustached men and awarding them \$5 if they were chil-members.
 Spot the man in the derby;

That's the promotion by 15 stiff members at WRVA. Richmond, Va. 7 They wore black derlys for a week to tie-in with the station's promotion of straw hats on sale at a department store. Each staffer spent half a day at the store, giving a 107' discount to listeners who came in and identified them.

 WJDX, Jackson, Miss, has come out with an "Ad-Sean Plan" for advertisers. The plan: A calendar listing the daily Jackson events, and national holidays and celebration weeks, which clients could use as a product tie-in.

To cut paperwork confusion.
 WIP. Philadelphia has a new rate card with all charges, time, music copyright, news and all talent costs included in each price, completely commissionable to the agency.

Add dafforlits WINS, New York is looking its d.j. Murray Kaufman in a trailer at the opening of the World Car Show at the Roosevelt Raceway. Some 10,000 keys will be distributed to patrons with Kaufman living in the trailer until someone with the right key releases him D.j.'s at KAKC. Tulsa literally were "all wel" at the recent Jayce Boat Show. The reason: they presented their shows while completely submerged in a tank of water.

Station purchases: KGMS, Sacramento, to KRAM, Las Vegas, whose principal stockholders are Authory Moreei and A. R. Ellman . . . The Melzendon Corp.'s purchase of KROW, San Francisco, approved by the FCC.

Meeting note: The Multiplexing Seminar this year to be at the Chamberlin Hotel, Old Point Comfort, Va., 4-6 June, with the FM Association holding their first meeting at that time.

Thisa 'n' data: WCHB, Detroit. has a new "platter wagon" -- a special station wagon with glass-enclosed back housing broadcasting equipment plus a d.j. . . . The third annual Potts-Woodbury Radio-ty Farm Clinic in Kansas City drew some 150 radio and ty people . . . To expand its newsin-depth and behind the scenes reporting, WOR, New York, has signed Martha Rountree to air a weekday show . . . Business note: Dortch Baking Co., in for the fourth consecutive vear on WLOK. Memphis . . . WWRL, New York, is sending its sales manager to Mexico to arrange

Station staffers: Robert Owens, elected a member of the board and yo, of KVOX Broadcasting, Moor, head, Minn. Fargo, N. D. . . . Arthur Casey, to station manager, Edge Tremeisens, local sales manager, and Sterling Harkins, to program manager of KSD. St. Lonis . . . Bill Enis, to program director, KLX, San-Francisco-Oakland . . . Sol Radoff, to station manager, WMIL, Milwanker

for an exchange of Spanish programs with several Mexican stations.

Robert Gambel, to news manager of WFBM, Indianapolis Fred Gardella, to McKee Broadcasting Co. as director of station services for WKCB & WKCQ, Berlin, N. II.

TV STATIONS

The nation's top 100 newspaper advertisers upped their ty gross dollars by 15.9% in 1958 and cut down on their newspaper expenditures by 4.5%.

According to TvB reports, tv gross time sales, spot and network, for the leading group of newspaper advertisers totaled \$531,983,460 in 1958, compared with \$502,137,986 in 1957. The 1958 space sales in newspapers for this same group were **8364** mil**fion**—a decrease of 1.5% from 1957.

Ideas at work:

• Top 10 Dance Party, live, syndicated teenage is series, recoully concluded its Miss Top 10 comest to choose the prettiest teenager in the locality of each it station carrying the program. Viewers voted for the finalists via post earls. Sample of the mail return: WHBF, Augusta, averaged 2.500 cards each week during the contest: WHBQ-TV, Memphis received 2.307 votes in one week and WDAW-TV, Hatties-burg, Miss. 2.133 mail-lins during the contest's final week.

 For the first time, WXYZ-AM-FM & TV, Detroit, will be housed nuder one roof come 4 June. That date marks the official opening and dedication exermonics for the \$1 million Broadcast House, with invited guests in store for what the station calls "a valuable stake in the future of ABC."

Thisa 'n' data: WDAU-TV, Scranton-Wilkes-Barre joined the growing

list of single-rate ty stations via its issuance of a new rate card . . .

WWY-TV, Norfolk-Portsmouth invited some 100 local Amoro dealers to its studios for a promier showing of the client's new program, Booler Patrol . . Basiness note: Ssociated Grocers Fond Stores, for 52-weeks of Cannonball, via WSOC-TV, Charlotte, N.C.

Kudos: To KABCTV, Los Angeles, the National Safety Council's Public Interest award for 1953....
To KAOX-TV, St. Louis, a plaque for outstanding public service in airing the Army's weekly series. The Highertone... To WSOCTY, Charlotte, N. C., three awards for civic curtibutions in 1958 from the North Carolina American Legion, the Junior Chambers of Gommerce and the Charlotte Junior Women's Clab.

They were elected: New officers at WMT-TV. Inc., Cedar Rapids:

President, William Quarton; v.p., treasurer, Helen Mark; secretary, Helen Hermann; v.p. charge of sales Lew Van Nostrand and v.p. in charge of operations, Douglas Grant.



JUST LIKE SIGNARD AND HIS COICH



REACT to the voice and vision of NBC in South Bend - Elkhart call Petry today!

WNDU-TV CHANNEL 16

"Where Mid-America

Lives and Buys . . .

*55th

METROPOLITAN

MARKET

COMBINED SPRINGFIELD —
DECATUR — CHAMPAIGN —
URBANA METRO-AREAS
SERVED GRADE "A" TV
ONLY BY WICS-WCHU
NBC-TV
AVAILABILITIES: YOUNG

RADIO COPY

(Cont'd from page 35)

drama and the best dramatic elements come from the product, and the problem we have is to humanize the product and to get the message across. The various production and writing devices help us to make this transition."

But too many agency people tend to downgrade their client and his products. "By assuming the listener is stupid and treating him as such as with a hysterical pace that makes the audience uneasy, with noisy blasts and insincerity," say, Miss Saxon. In her opinion, the hit-on-the-head tactic pays off only when saturation is so intense that anxiety is built to a point where the listener has barely enough strength left to squrak uncle."

Some repetition is vital, Says Gumbinner's Tom Lisker: "We have to assume few listeners will hear every word or unsical phrase from beginning to end. The listener tunes in to a commercial sporadically — in and out for the 60 seconds. This means we have to repeat the product name at intervals and that we have to hit the same product theme and develop it in different ways."

Every writer interviewed by spoxsors agrees that brevity and simplicity are "musts" if any sed list on seep through the servened listener's mind. Radio, in addition, needs flow and continuity, says Augie Lerch of Esty, "You need to be a storyteller with the words that you use and the way you see them."

This is why writers must have a strong production sense. They conceive of a commercial as a unit before the producer ever steps in. Production people will make changes and additions, of course, but the initial concept of the total commercial must come from the writer.

This means writers, as they envision the approach which will solve the client's inmediate problem, must have an idea of pacing, sound and dramatic flair. They must show how a voice will fit into the copy pattern and what kind of a voice is needed; whether dialogue would be more effective than a straight aumouncing job; whether the audience will respond more to a walk background than to a calypoo beat.

It's not only the writer who should

"hear" written copy. So should the account man, for he's the one who makes the final "sale" of the agency's copy to the client. The more sophisticated account people never show radio copy to a client; they read it or, on occasion, sing it in an attempt to give an uartal impression.

Agency writers lament their need for a hard-selling job within their own shop. But, as one says, "We have to sell all up and down the line in our own shop before it's ever shown to the client. And then we have to start at the bottom and move up through channels there, too.

"So the first thing any good writer has to do is believe in himself and in what he's writing. If we don't believe what we're writing, it's a lead pipe cinch the listener never will!"

Copyariters think a sure way to see that any writer develops conviction and confidence is to expose him to the client and to all aspects of the advertised products. When the writer starts from a position of strength-knowledge of the product and its uses—copy has a built-in sell.

The more progressive agencies, large and small alike, want their writers to range far afield in researching the product and its claims and in relying on their intuition and instincts for commercial treatment. Good odder for the feeding of intuition, says McCami's Joan Sack, is "an awareness of everything new in the entertainment business—every single phase of it, because this sparks creative commercial ideas." She thinks travel also does this, But the biggest factor in creativity is "an open, in telligent and aware mind."

Margaret Throne sums up the same theme in this way: "Radio writers need empathy with their andience, they need to be sympatico. This means that we must get close to a person and that part of a person that needs or wants our product."

Even though too many agencies than professional in other areas tool, there's an increasing awareness among agency managers that the modern concept of hiring all-around adsperialists also frequently applies to the copy staff. They know you don't just happen to tun across a combination salesman-ad professional-psychologistswriter , and you don't buy his services cheaply.

SPONSOR ASKS

(Cont'd from page 55)

Gordon Gray, pres. & gen. mgr., WKTV. Utica Rome, N. Y.

When television began commercial operation in the late 1940's it automatically put many radio programs on the air and called them television



Shows with homemaking features

programs. Some eventually became television programs but some always remained radio programs on tele-

One of the genuinely successful types of programs inherited from radio was the "women's program." This was one of the radio program types that made an excellent transition to television. Although these programs bear little resemblance to their early forcrunners, they are still called "women's programs" for want of a better title.

Advertisers who buy live participations in women's programs receive a number of important pluses. For example, advertisers who purchase participation in WKTV's Good Living receive the added benefits of Jean Phair's personal endorsement and demonstrations, Particularly with live commercials, she is able to integrate the product's sales message into the program format, and actually demonstrate its use. For this reason. advertisers are urged to send copy for live delivery, plus product samples for demonstration, use in recipes, and on-camera display all week on Mrs. Phair's work table.

A good look at the mail that Good living receives will tell you how much it is appreciated and how much the viewers favor the sponsor's products. It's a builtien sales tool used uccessfully here in this region by a meat packer (for five years), a baker, a milk company, all of whom use the imetested Nielsen of the sales result bart. They wouldn't know a rating sook if it were thrown at them, but by do know the jingle of the coin hat a show of this type brings in, shen done with showmanship by a real pro.



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



Each day, 6:00 a.m. to midnight, Cumulative Pulse proves we reach 61% of the radio homes in the Columbus Mete. Market, It goes without saying we are the number one station.



Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc recording sur faces. Only PRESTO, alone among manufactures, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-PETECT?

BOOFN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most earefully made recording dires and equipment.

DOM INAT E

savs Frank Palmer, Gen. Mer.

WFBG-TV

ALTOONA, PA.

High ratings are top sales argument with sponsors. And because Warner Bros. features dominate the competition, they're a cinch to sell. Frank Palmer writes:

"Warner Bros. features help us capture the late night audience. In November, for example, we ran four Warner Bros. features from 11:15 p.m. to sign off in one week. They netted us an average share of better than 70% of the audience! How's that for dominating?"

Warner Bros. features have produced such stand-out ratings morning, noon and night... weekdays and week ends. They break records for audiences and sponsorship time after time. Latch on to these profit-makers for your station. They're sure-fire!

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323 CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030 DALLAS, 1511 Bryan St., Riverside 7-8553 LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

Ty and radio NEWSMAKERS



Richard H. Schutte, West Goast manager of Robert E. Eastman & Co., has been elected a vap. He has been with the rep firm since it was established. Schutte's background includes a stint with CBs Radio Spot Sales in San Francisco and general sales manager of the CBs olso radio station in that city. In line with Eastman's continued expansion, a Los Angeles office was

opened this week, headed by Don Ross, formerly with CBS Spot Sales and KNN, John Thackaberry will be associated with him.

Robert L. Eskridge has been named manager of cereals advertising and promotion for Ralston Parima Co. He was previously assistant manager. Eskridge joined Ralston in 1948, in the Parima Dog Chow division. Prior to that, he was a radio writer for KAOK, N. Lonis, and a reporter on the St. Lonis Globe Democrat. In another move to expand the advertising department.



Ralston has named Richard R. Vinyard to manager of Chow advertising and promotion. He was formerly an a.e. with D'Arey in Atlanta



Grant H. Keeler has been promoted to advertising manager of Fels & Co. He will work with Max Brown, director of sales, in coordinating national advertising and sales promotion for Instant Fels Auptha, liquid dishwashing detergent and Fels me liquid household cleaner. Speedy Fels, Previously, Keeler spent four years in the Fels sales department, and then joined the Sautradient.

day Evening Post as assistant manager of drug and toiletry. He returned to Fels last October as assistant advertising manager.

Max Bice has been named manager of KTNT-AW & TV, Seattle-Tacoma. He was formerly manager of the radio station. His appointment is the result of a more to coordinate programing efforts of the sister radio and to operations. Bive joined KTNT in 1948 as director of engineering. In 1953 he held that position for both the radio and ty outlets. He was named radio manager.



last year. Also named to television program director was Del Spencer. He was formerly traffic-operations manager for the stations.

When it counts— Oklahomans turn first to Radio



For example: Oklahomans count on WKY Farm Coverage. It's a tradition.

When you know that more people are tuned to you than any other station in Oklahoma, you've got to be good! And accurate! And believable! We guard our acceptance with a high fence of truth. That's why no other station can get around it, over it.

LATEST SHARE OF AUDIENCE

	JIIAKE OI	A O D I L II C L
Station	Hooper	Pulse
WKY	49.9	37.5
B	22.8	22.5
C	7.8	13.5
D	5.3	11.0

Daytime Averages Jan.-Mar. Hooper & March '59 Pulse



The WKY Television System, Inc. WKY-TV, Oklahoma City WTVT, Tampa-St. Petersburg, Fla. WSFA-TV, Montgomery, Ala. Represented by The Katz Agency



SRA does it right

Amid all the criticism of broadcast awards, it was refreshing to attend an awards luncheon that really registered. We're referring to the SRA Advertising Awards given annually to the "outstanding timebuyer of the year" and "for distinguished broadcast advertising leadership."

The affair spelled "prestige" from beginning to end. The packed house in the Starlight Roof of the Waldorf in New York was treated to comic entertainment, two winners whose merit was evident to all, a warm friendly atmosphere, and a departure time that still allowed the reps present to call on a few timeluvers the same afternoon. Even the food was good.

This was the second annual luncheon announcing the Silver Nail Award and the Gold Key Award. We'll be waiting for the next award.

Oh, yes, we had a critical comment. Next time we'd like to hear a bit more about the factors that determined the two winners. That's the human side and shouldn't be neglected.

Radio's big local mystery

In the last couple of weeks we've heard a lot from station men about radio's "national-local" mystery?

"Why," they ask, "should our national business be so sluggish when local business is so terrifie?"

According to some station owners local revenues will be up 15-30% over 1958 while income from national spot and network is fighting to hold its own.

We don't know the complete answer, nor do we yet know the full facts. The recent NMs survey showed that most radio station men expect bigger business this year but contained no breakdown between local and national sales.

We'd like to hear more about this, If you are a radio station operator, we'd welcome a letter from you telling how your local and national sales compare with 1958.

Radio's "local" mystery doesn't make much sense to us. But let's get the facts before drawing conclusions.



THIS WE FIGHT FOR: First-hand—knowledge of America's radio 'tr markets by advertisers, agency men, and net excentives. Nothing can take the place of a "grass roots" trip for a real understanding of local conditions.

10-SECOND SPOTS

Sunset strip: If Longfellow were alive today, he would be astonished to find "The Children's Hour" now consists of cartoons and Westerns.— Charles V. Mathis.

Critique: From a letter addressed to "SPONSOR"—

"My mother and I often watch the Perry Mason series. It is different from most crime series and is eertainly to be usually the best.

"Last Saturday's show on — which Colgate and others sponsored was very much degraded. One of the actressess wore a transparent gown under which appeared to be panties and a bra. No actress should be a walking underwear add on T.V. The proof of the actress is in the acting. It is easy to write a letter of complaint but in this case it is needed. Let the camel get its nose under the tent and soon it will be in it."

Better under the tent than under that underwar.

Hit: From a Product Services press release for Green Stamps—"Under the new plan, shoppers can exchange merchants green stamps for tickets to top Broadway hits like "Sweet Birth of Youth..." Fty away, little birth.

Cultural: Sign on the parking lot of a Glendale, Cal., barbershop— PARKING FOR LONG-HAIRS ONLY. Phil Stone, CHUM, Toronto.

Casting: Larry Stewart, assistant to emerce Mery Criffin of ABC TV quit show Play) our Hunch, was looking in picture files to find a girl whe would look like an airplane stewardess, ran across a typical one ir Margaret Lennon, a secretary. "In not a secretary any more." Mis Lennon told Stewart when he called "I've just become a TWA stewardess."

Add slogans: "If you can't under stand it, oppose it."

Quote: "We seem to be the most amonymons show on the air. We're well received: we have a steady at dience. But somehow we're amony mons,"—Robert Costello, producer o tenstrong. Circle Theater in Tl. Guide, Don't worry, Costello, we sliped lonesome sometimes.



First for four

WISH-TV is irrstant the nation's 1 ith television market . . as it has been in even mores for the last 1 years! This great station serves almost



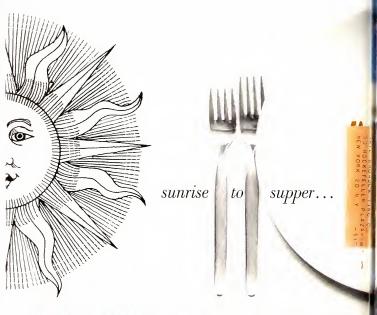
\ldots in the 14^{th}

2,500,000 | coste w | over \$1.1 meeme Ret escare in Belling

WISH-TVINDIANAPOLIS

A CORINTHIAN STATION Responsibility to British and a series

OTV Tulsa ' KGUL-TV Houston ' KXTV Sacramento ' WANE & WANL-TV Fort Wayne ' WISH & WISH TV In transport



WRCA-TV LEADS NEW YORK DAYTIME TV!

From 6 a.m. to 6 p.m., Monday through Friday, WRCA-TV is No. 1 in New York—delivering more homes than any other station! More homes, more total viewers, more adults... at rates well under those of the nearest competitor. Programming is what makes the difference. New York prefers Channel 4's variety of daytime entertainment and service programs, including such shows as: The Price Is Right, Today, Hi Mom, Dr. Joyce Brothers. Treasure Hunt, Tic Tac Dough. County Fair and Movie · 4. Dawn to dark, no matter what WRCA-TV-4 you're selling, the proper setting for your product is WRCA-TV!